FEBRUARY 17, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

BMB REPORT CREDITS WHO WITH DAYTIME AUDIENCE IN 229 COUNTIES

Nighttime Audience (after dark) in 526 counties

AUDIENCE BY DECILES

% BMB Penetration	No. of Counties	Daytime Aud. Families
90-100%	75	346,920
80-100%	90	443,660
70-100%	101	513,790
60-100%	111	562,920
50-100%	114	583,600
40-100%	122	565,690
30-100%	135	593,680
20-100%	158	630,960
10-100%	229	674,400

Station Audience Reports containing complete BMB Audience information by counties and measured cities available free on request.

WHO

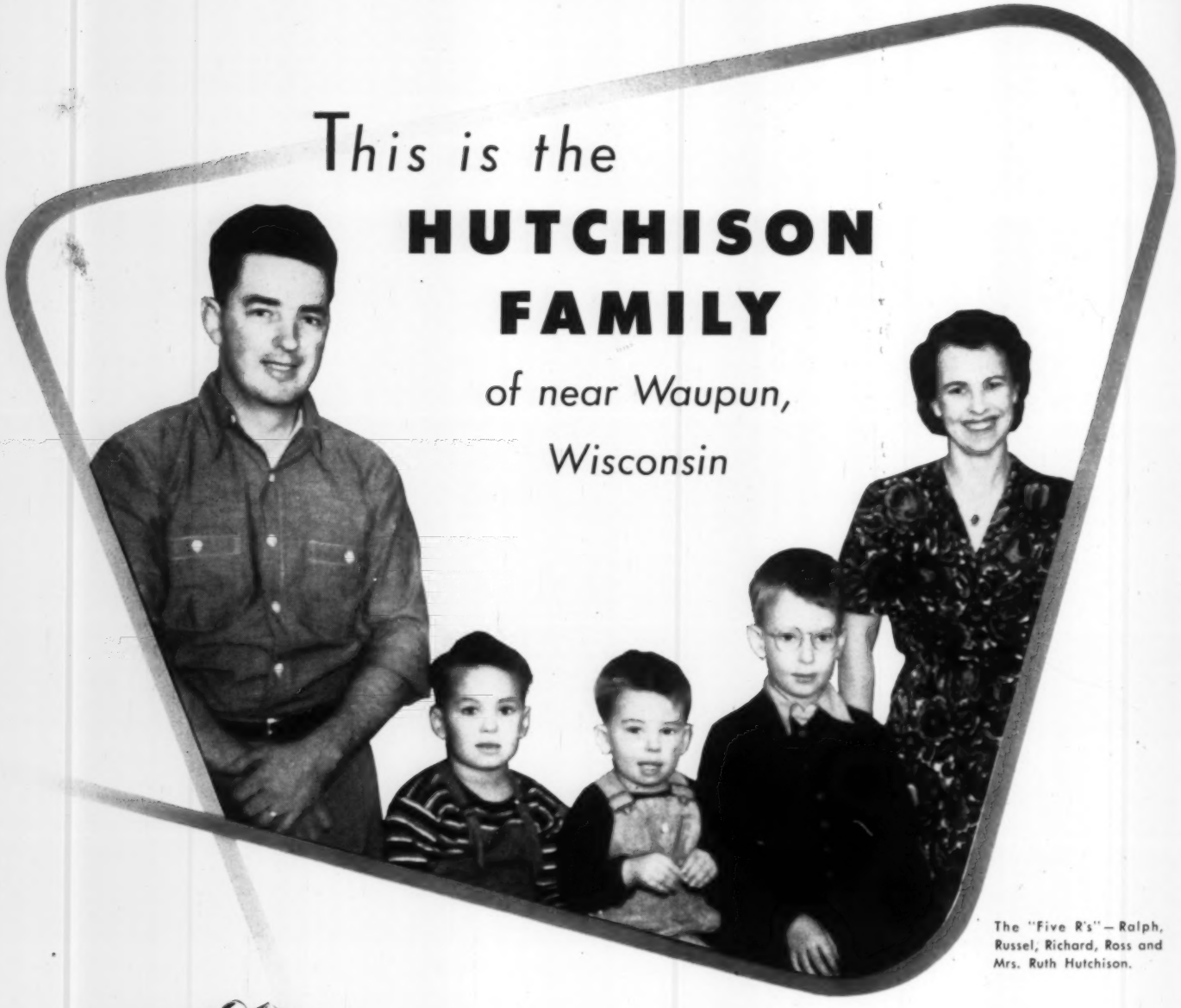
for Iowa PLUS

Des Moines . . . 50,000 Watts

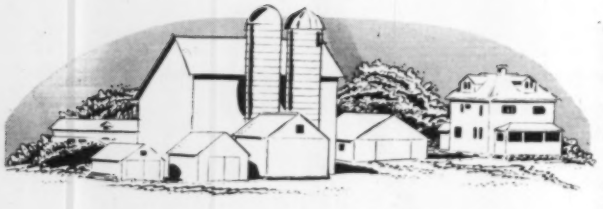
B. J. Palmer, President • J. O. Maland, Manager
FREE & PETERS, INC., National Representatives

This is the HUTCHISON FAMILY

of near Waupun, Wisconsin



The "Five R's"—Ralph, Russel, Richard, Ross and Mrs. Ruth Hutchison.



THE Ralph Hutchison family farms 180 choice acres in Fond du Lac County, Wisconsin. Ralph milks 21 cows and is shipping 600 to 700 pounds of milk to market daily. He hopes to buy his own place in about three years—meantime he owns $6,000 worth of machinery and livestock and rents a $35,000 farm.

Mrs. Hutchison helps with the chores, besides rearing three young Hutchisons, ages 2½, 4 and 7. She has long enjoyed her radio, set most of the time on WLS for Dr. Holland's inspirational message, for vital weather and markets, and for unbiased news of the area. Ralph, meanwhile, is getting the same dependable WLS radio fare on his radio in the barn. Last year, besides his dairying, he fed 50 pigs for market, raised 40 acres of corn and 10 acres each of peas and hemp.

WLS service is planned for folks like this. The Hutchison's have been WLS' listeners and Prairie Farmer readers ever since they began farming. Their comfortable home shows the good family life they lead in the heart of Wisconsin's rich dairy land.

It is on this home and this family, and the homes and families like them throughout Midwest America, that the microphones of WLS have been focused for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

890 kilocycles, 50,000 watts. American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK . . . KOY, Phoenix . . . KTUC, Tucson . . . KSUN, Bisbee-Lowell-Douglas

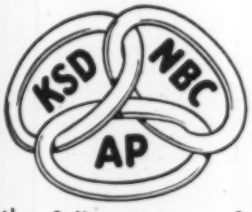
RCA to KSD-TV:

Witnessed inauguration of KSD-TV today. You are to be congratulated on the foresight and planning that resulted in the finest television I have ever seen.

David Bain
Radio Corporation of America

KSD-TV to RCA:

The management of KSD-TV thanks Mr. Bain for his generous praise, and expresses deep appreciation to the Radio Corporation of America for the cooperation and assistance which made possible the inauguration of KSD-TV's regular schedule of telecasting on February 8, 1947.



KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

AT LEAST 10 sponsors, through agencies, looking for summer shows not only to fill hiatus but also to be extended to fall. Reason said to be dissatisfaction with format and talent of this season's shows.

FANNY NEYMAN LITVIN's candidacy for Porter's vacancy on FCC isn't of her own making but she's now actively out for it. Government radio attorney for nearly 20 years, she has been proposed for commissionership before. Although a Democrat, she has virtually unanimous support of native Montana delegation with Sen. Murray spearheading campaign. If woman is appointed Mrs. Litvin is good bet. Best male bet remains Commodore E. M. Webster, erstwhile Coast Guard communications chief.

NEW PROJECT for documentary film depicting radio's development slated for presentation to next NAB board meeting in May. Michael R. Hanna, WHCU Ithaca, District 2 (N. Y., N. J.) director, will suggest plan for A film with top name stars and writers. As recompense for unlimited backing of radio, he will propose that NAB participate in share of receipts, to be used for public relations. Present proposal in works for about year was advanced by independent producer Jerry Brandt with movie tentatively titled "Magic in the Air."

CONVERSATIONS are current between NBC and KMPC Hollywood looking toward affiliation of G. A. Richards' station with network. Possible acquisition of financial interest in station likewise said to be involved since NBC is only network not owning Los Angeles outlet. Interest in station accentuated by KMPC power increase to 50,000 w on 710 kc effective Feb. 20.

IF WBAL Blue Book renewal hearing is held in Baltimore despite station's plea for court stay (see story this page), Commissioner Rosel H. Hyde will be presiding officer. With case regarded as one of hottest potatoes FCC has had, other members of FCC were understood to be none too anxious to handle it. Commissioner Hyde is FCC's baby member and its former general counsel.

SALE OF WOV New York to ex-Maj. Harry Henschel, minority stockholder, by Arde Bulova, may be evolved shortly in view of Federal District Court opinion upholding FCC's rejection of Mester Brothers purchase of station for $300,000, plus current assets. Mester case, however, earmarked for Supreme Court appeal. Henschel control would entail no change in station policy since he now is chief executive, having recently been mustered out of Army with high commendations from his superiors. Station has achieved outstanding success under Ralph Weil, general manager since 1942.

NEW FCC procedure of holding preliminary engineering conferences by frequencies on con-

(*Continued on page 94*)

Upcoming

Feb. 18-19: NAB Public Relations Executive Committee, Statler Hotel, Washington.

Feb. 19: RMA Board of Directors, Stevens Hotel, Chicago.

Feb. 24-25: NAB Music Advisory Committee, New York.

Feb. 26-27: NAB Freedom of Radio Committee, New York.

Feb. 27-March 2: Annual Conference on Station Problems, Oklahoma U., Norman, Okla., and Skirvin Tower, Oklahoma City.

(Other Upcomings page 92.)

Bulletins

AMERICAN CIGARETTE & Cigar Co., New York (Pall Mall), late Friday signed contract for new half-hour drama packaged by Prockter Radio Production to replace *Frank Morgan Show*, Wed., 10-10:30 p.m. on NBC through Foote, Cone & Belding, New York, effective April 2.

FOLLOWING curtailment of ABC's television schedule, network dropped number of directors, producers and writers, Publicity Director Don Giesy, and several staff members.

BBC ordered off air for five hours a day Friday following complete ban on television and BBC's third channel "highbrow program," due to power shortage.

BOB FELLER, Cleveland pitcher, signed by Radio Productions Inc., Cleveland, to do 26 quarter-hour baseball commentary with guest stars and Hi-Lo Jack and the Dames.

Business Briefly

ARMOUR OPTION ● Armour & Co., Chicago has option on *House Party* on CBS for possible replacement for *Hint Hunt* or in addition to that show. *House Party* now on CBS three times weekly on co-op basis until sometime in April. Its former sponsor, General Electric which has been having production problems also may be interested in renewing sponsorship. Armour & Co. is handled by Foote, Cone & Belding; General Electric, Young & Rubicam.

TRANSIT CHANGE ● American Transit Assn. becomes sponsor of *Adventures of Bulldog Drummond* on MBS Fri. 9:30-10 p.m. beginning Feb. 28, dropping *Spotlight on America*. Agency, Owen-Chappell.

WILL USE SPOT ● Lektrolite Corp., New York (cigarette lighter) names Donahue & Coe, New York, as agency. Spot radio to be used.

BREWERY SHIFT ● Liebmann Breweries (Rheingold beer) changing account from Young & Rubicam to Foote, Cone & Belding, N. Y.

AGENCY REORGANIZED

PARTNERSHIP of Goodkind, Joice & Morgan dissolved, with Chicago agency incorporated. Interest of estate of Maurice L. Goodkind, v-p and secretary who died July 21, 1946, taken over by directors and officers. New officers include Clyde M. Joice, president; Harlow P. Roberts, v-p and general manager; Charles O. Puffer, v-p; Jay C. Williams, v-p; Florence A. Neighbors, secretary; Garrick M. Taylor, treasurer; Raymond R. Morgan, of affiliated Raymond R. Morgan Co., Hollywood and San Francisco, member of board.

WBAL Asks Court to Stay Blue Book Hearing

WBAL Baltimore went to court Saturday in effort to compel FCC to retract Blue Book references to WBAL, issue to it regular license renewal, and stay hearing, now set for Feb. 25, pending adjudication.

Hearst Radio Inc., WBAL licensee, filed suit against FCC in U. S. District Court for District of Columbia claiming Commission's "refusal . . . to withdraw the Blue Book charges against Hearst and to conduct an investigation to determine the identity of the persons responsible for the deliberate distortions of fact contained therein, will result not only in Hearst being severely prejudiced in any further proceedings on its renewal application for WBAL by reason of the fact that Commission personnel participating in such proceedings will inevitably be influenced by the Blue Book statements, but also means that such persons or some of them may be the very ones who deliberately sought to injure Hearst through the publication of the Blue Book."

WBAL twice petitioned FCC for investigation and correction of Blue Book references and was twice denied, complaint declared.

Complaint, for declaratory and incidental relief, was filed by Hearst Washington counsel, Littlepage & Littlepage and Dempsey & Koplovitz. It asked court to adjudge Hearst entitled to correction of Blue Book charges before further action on renewal application, and to action on renewal without regard to "any factors resulting" from Blue Book references. Court was asked to stay further FCC proceedings in renewal case, *pendente lite*.

Complaint reiterated that Drew Pearson-Robert S. Allen application for WBAL facilities, set for hearing with WBAL renewal, was filed as result of Blue Book's "condemnation of Hearst's operation of WBAL."

Referring to six other stations originally set down for renewal hearing on program factors, Hearst said FCC treatment of those "demonstrates the unfair and prejudicial discrimination to which Hearst has been subjected as a result of the Blue Book . . ." Three of six, it was noted, won non-hearing renewals. Another, WTOL Toledo, went to hearing on "past operation" but was not required to go into consolidated proceeding with applicant for WTOL facilities similar to application of Pearson-Allen, complaint contended.

WEST,

Wide diversification of industry

Easton, Pennsylvania

Sales high–earnings high

Turns back profits to you

WEST, Easton, Penna., effectively covers an individual trading area in the rich industrial and agricultural Lehigh Valley. Easton is the steel and cement center of the East. Here, diversified industries which manufacture products ranging from steel structures to pocketbooks, assure consistently good business. The 822,000 residents of the greater Easton trading area are potential buyers for your products. To find how you can reach them economically, write direct or to:

SALES REPRESENTATIVE:

RADIO ADVERTISING CO.

New York • Dallas • Chicago • San Francisco • Hollywood

A Steinman Station

NBC AFFILIATE

Left to right . . . Harold A. Foyer, General Mgr., Town Market Furniture Co.; "Slim Jim"; Melvin Drake, Station Mgr., WDGY.

THE *Slim Jim* STORY

TOWN MARKET FURNITURE

116-18-20 WASHINGTON AVE. SO.
MINNEAPOLIS, MINN.

OFFICE OF THE MANAGER

Radio Station W.D.G.Y.
Nicollet Hotel
Minneapolis, Minnesota

Gentlemen:

As we come to the close of another year, one of many, as the sponsor of Slim Jim, broadcast through the facilities of your splendid station, may we express to you our complete satisfaction with this branch of our promotional activity.

Radio has been vitally important in the building of our institution and W.D.G.Y. and Slim Jim have contributed immeasurably.

With the very best of wishes for the holiday season

Yours very truly,
TOWN MARKET FURNITURE COMPANY
Harold A. Foyer
General Manager

"THE STORE FOR THE WORKINGMAN"

Success stories? We've got them! And the list continues to grow. With assurance of the same kind of loyal audiences, programming and merchandising that make possible the Slim Jim Story, place your name among our advertisers and write your own success story—through the station that offers you Minnesota, and then some!

5000 Watts — 1130 KC

MINNEAPOLIS **WDGY** SAINT PAUL

STUART STATIONS

MELVIN DRAKE
Vice President & Station Mgr.

CHARLES T. STUART
Pres. & Executive Director
Executive Offices, Stuart Bldg., Lincoln, Nebr.

AVERY-KNODEL INC.
National Representatives

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

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Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION
WINFIELD R. LEVI, *Manager*

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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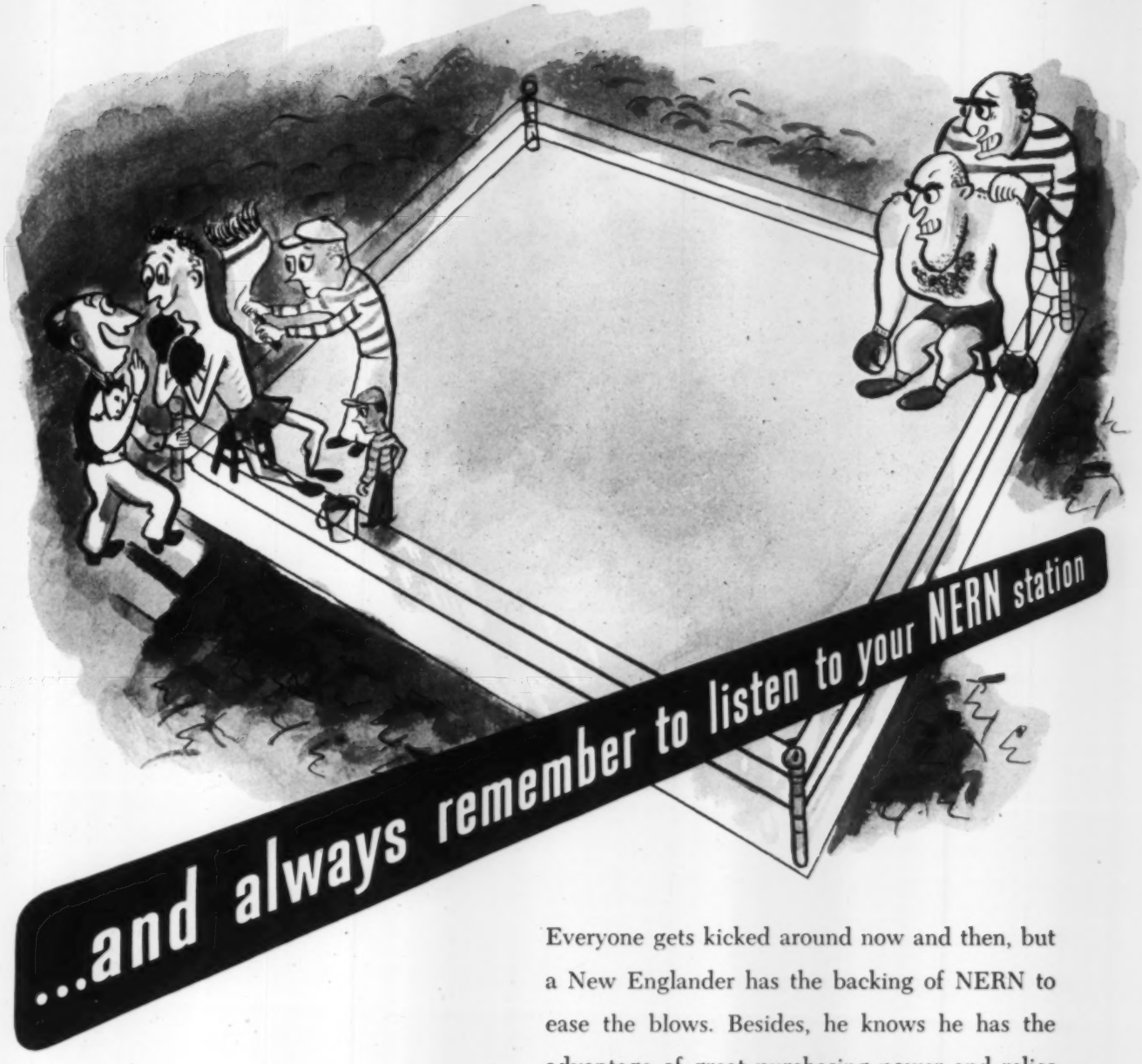


Everyone gets kicked around now and then, but a New Englander has the backing of NERN to ease the blows. Besides, he knows he has the advantage of great purchasing power and relies on his NERN station for advice and training in sound buying – advice that packs a wallop in creating greater sales.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

New England Regional Network, Hartford, Conn.

NERN COVERAGE

New England—where 97.4% of the population listens regularly to NERN.

New England – where 8% of the nation's retailed goods are consumed annually.

New England – where 11% of the capital resources of U. S. banks are held.

NERN TIME

A day-time quarter-hour costs only $296. No line charges. Free studio facilities in Boston, Hartford or New York.

Nationally represented by WEED & COMPANY
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

SPORT FANS! . . .

Get Complete...

VIVID...SPORTS REPORTING OVER KYA

USE KYA TO REACH THIS LIVE WIRE, RESPONSIVE AUDIENCE!

●

SPORTS EXTRAS
5:10-5:15 p.m.
and
6:10-6:15 p.m.
Monday thru Saturday

●

HIGH SCHOOL SPORTS PAGE
7:05-7:30 p.m.
Monday Nights

●

SPORTS FINALS
10:10-10:15 p.m.
Monday thru Saturday

●

BOB FOUTS AND HIS SPORTS PARADE
7:15-7:30 p.m.
Monday thru Saturday

No matter what the state of the world, the vast majority of people have a deep-seated love for sports. What's doing at the golf courses, the tennis courts, the baseball diamond or the gridiron is BIG news to them. KYA caters to a sports-hungry public with dynamic sports programming.

NOW! BASEBALL fans will get a play-by-play account of the Season Games of the San Francisco Seals, Pacific Coast League. Broadcast daily, under sponsorship of RAINIER BEER.

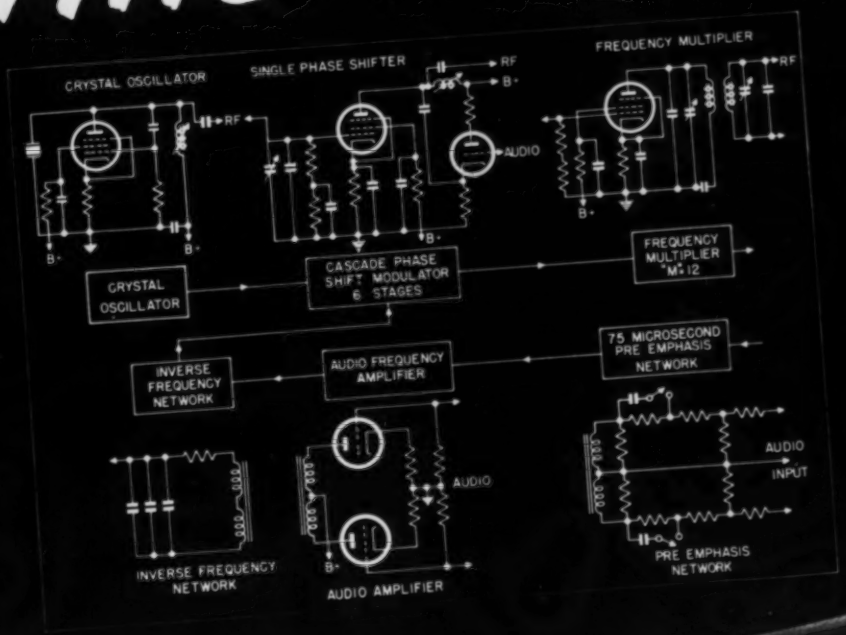
●

FOR AVAILABILITIES WITH A SPORTS TIE-IN, CONSULT

KYA
SAN FRANCISCO

ADAM J. YOUNG, JR., INC. ☆ NEW YORK, CHICAGO

THIS PROVES IT!



Cascade
PHASE
SHIFT
MODULATION

RAYTHEON FM

IS BETTER...

12 Ways

BECAUSE IT:

1. Features direct crystal control
2. Gives the most desirable electrical characteristics
3. Contains fewest circuits, fewest tubes
4. Has the simplest circuits
5. Is easiest to tune and maintain
6. Has *inherently* the lowest distortion level

AND ELIMINATES ALL:

7. High orders of multiplication
8. Complex circuits
9. Expensive special purpose tubes
10. Discriminator frequency control circuits
11. Pulse counting circuits for frequency control
12. Motor frequency stabilizing devices

RAYTHEON

Excellence in Electronics

See your consulting engineer and write for fully illustrated booklet giving complete technical data and information. Write today to:

RAYTHEON MANUFACTURING COMPANY

***Broadcast Equipment Division*, 7475 North Rogers Avenue, Chicago 26, Illinois**

SEEN THE LATEST HOOPERATINGS FOR THE TAMPA – ST. PETERSBURG AREA?

YES, AND WFLA CONTINUES TO LEAD IN LISTENERS ALL DAY – EVERY DAY!

C. E. HOOPER, INC.
November-December 1946
STATION LISTENING INDEX
Tampa-St. Petersburg, Florida

	WEEKDAY MORNING 8 A.M. - 12:00 A.M.	WEEKDAY AFTERNOON 12:00 A.M. - 6 P.M.	EVERY EVENING 6 P.M. - 10 P.M.	TOTAL RATED TIME PERIODS
WFLA	32.3	30.3	44.0	37.5
STA. "B"	19.0	25.5	22.7	22.8
STA. "C"	26.6	18.4	17.1	19.5
STA. "D"	19.6	22.6	15.2	18.2

5000 WATTS
DAY AND NIGHT
WFLA
The Tampa Tribune Station
TAMPA
NBC
National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville, Fla.

Feature of the Week

FIFTEEN-MINUTE Saturday morning show titled *Drawing to Music* on KUOM, U. of Minnesota station, nets from 150 to 200 finished drawings per program, the station management reports. Combining education and entertainment for children under 12 years old, the program features music and ad libs by Kenn Barry, KUOM program director, and Betty Maurstad, librarian of the U. of Minnesota art gallery.

One musical recording is used to set the theme of each program. Then the children listening are asked to draw whatever the music suggests to them. To help the children's ideas along Miss Maurstad and Mr. Barry ad lib their inspirations and pretend to get slightly critical toward each other's ideas.

Songs like "Old MacDonald Had a Farm," "Barnacle Bill, the Sailor," "Dark Eyes" and "Dance of the Hours" have produced prize drawings. Sometimes the music theme is varied with a brief story or fable, but the station has found that music seems to hold the interest of the youngsters best for an extended period.

Drawing to Music was first produced experimentally last Aug. 2 when Miss Maurstad and Mr. Barry had to convert their educational program, *Art to Review*, into an entertainment feature during the polio epidemic. The program was broadcast daily during the next six weeks, and in that period 4,192 contestants sent in 9,437 complete drawings.

KENN BARRY, KUOM program director, and Betty Maurstad, librarian of U. of Minnesota art gallery, look over Monday morning mail to check results of Saturday morning KUOM show, Drawing to Music.

Sellers of Sales

BUTTERING up a client can take on a very literal significance. Practically speaking, a pound of butter closed a time sale at a time when churned cream was harder to get than radio time. For time and sponsor, refer to Frank A. (Bud) Berend, NBC western network sales manager.

That's an amusing illustration of the sales imagination Mr. Berend has translated into ample sales results during his five-year turn in his current capacity. From March 1942 when he first joined NBC until now, western network sales have more than doubled in volume.

Bud's advertising training started with the *Chicago Tribune* on its classified ad staff following graduation from Crane Tech. After a year in the Army, 1917-18, he joined the *Detroit Free-Press* as classified advertising manager. This served as a springboard into the Sweeney & James advertising agency in Cleveland, where he occupied himself in research.

Subsequently he served the *Cleveland Plain Dealer* as direcrector of merchandising and the *Detroit Times* as manager of department store advertising.

When he joined Chevrolet in 1932 as assistant advertising manager, Bud got his first feel of radio, for it was that company which was one of Jack Benny's earliest sponsors. Later, as advertising manager of Pontiac in 1934, he had a hand in packaging *Varsity Show* which was an early national advertiser's bid for the college market. Pontiac also pioneered with Kathryn Cravens as a news commentator.

BUD

In March 1940 Bud came to Los Angeles to open the West Coast office of McManus, John & Adams Adv. which claimed such accounts as Pontiac, Cadillac, Dow Chemical Co. and Champion Spark Plugs.

Two years later, he joined Sid Strotz, NBC western network vice president, whose acquaintance with Bud dated back to his going with Pontiac in 1934.

With his wife, Bud lives in Beverly Hills. When radio is not the order of the moment he relaxes by golfing and listening to mystery shows and reading all manner of prose—fiction and non-fiction. Organizationally speaking, it's the Los Angeles and Hollywood Ad Clubs, Beverly Hills Club and Bel Air Country Club.

COUSIN KATEY says:

Dear Cousin:

Well, here I am right between Lincoln's and Washington's birthdays! Imagine that, cousin! February, the shortest month, produces our two tallest presidents! Things are fine down here. I was wishin' you coulda been here for the Texas Open Golf Championship last week, which THE STATION carried so that all our big KTSA South Texas audience could hear it. We always carry any outstanding special event down this way, you know. Seems that Tom Peterson and Roy Cowan at the THS Chicago and New York offices have some mighty powerful stuff a-brewin', accordin' to what Cousin Rex Preis told our Gee Em, George Johnson, after he got back from visitin' you folks . . . Said it sure was fun seeing so many of his friends in the national field. Confidentially, Cuz, I don't know how cold it gets up there, but Rex put on a linen suit when he got back here and his nose still looks like the late W. C. Fields. Mr. Gene Howe (he's the "H" in THS) was a visitin' with us a few days ago and he agreed that, no kiddin' with our fine local shows plus CBS, folks down here just natcherally turn to "550 on the dial" for good listening . . . I always say, Cuz, "For a program that's nifty, just tune to five-fifty." Cute, ain't it? Well, gotta run now.

Love and kisses,

Your Favorite Cousin
Katey Essey

KTSA
SAN ANTONIO
550 ON THE DIAL - 5000 WATTS Is.
AFFILIATED WITH
TAYLOR - HOWE - SNOWDEN Radio Sales
CBS LSC

20 Years ago . . .

Yes, twenty years ago this month, February 25, 1927, to be exact, KVOO became affiliated with the National Broadcasting Company. Since that time this great network and KVOO have grown in power and prestige, together. It has been a good period for both.

We feel confident that, in the promising years ahead, the same high quality programs, the will to more intelligently serve the public interest, and a deep respect for our loyal listeners will continue to build increasing stature for NBC, America's number one network, and for KVOO, Oklahoma's Greatest Station.

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● Here's a little extra effort we'd like to make for any of you agencies who are having difficulties convincing any of your clients about spot-broadcasting—or for any of you advertisers who are having ditto with your agencies!

F&P has developed a thorough, conservative, factual and completely documented Presentation that *proves* the effectiveness and economy of spot-broadcasting as compared with any other medium. We'd be happy to "give" the presentation for you at any time. And it's dollars to doughnuts that this typical little "F&P extra effort" will get *results.* Say when!

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

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BROADCASTING
TELECASTING

VOL. 32, NO. 7 WASHINGTON, D. C., FEBRUARY 17, 1947 $5.00 A YEAR—20c A COPY

Blue Book's Author Prepped at CBC

Canadian Report Brings to Light New Facts

By ROBERT K. RICHARDS

A FOUR-YEAR old Canadian Parliament report reveals that Charles A. Siepmann, the BBC-trained program expert who figured prominently in writing the Blue Book, also wrote a report on the nationalized Canadian Broadcasting Corp. before turning his talents to American radio.

Mr. Siepmann, now head of the Communications Center of New York U., it will be recalled, worked on the Blue Book (The Public Service Responsibility of Broadcast Licensees, March 7, 1946) for 24 days in July 1945.

Based on that study, he later brought out—through Atlantic-Little Brown & Co.—a popular indictment of American radio entitled *Radio's Second Chance.*

Canadian Record

Here is the excerpt from proceedings before a special committee on Radio Broadcasting, House of Commons, Canadian Parliament (May 3, 1944 to May 10, 1944).

"Mr. Coldwell: (a member) Mr. Chairman, that reminds me of something. Two years ago we asked for two reports that were forwarded to the CBC by Dr. Siepmann and Mr. Estorick, who made some report on the CBC. I do not know what is in those reports but it was suggested that they would be brought down. I think Major Murray (Gladstone Murray, former BBC general manager) promised that they would be brought before us. I was wondering if they were available, and if so, could they be produced? I think we might read them, because we were informed that they were appraisal of the CBC across Canada at that time.

"The Chairman: (J. J. McCann) I doubt if they exist. I remember with reference to the Estorick report that it came in part. I saw that, and Mr. Estorick wrote to the effect that when the report was completed he would forward the rest of it. That was at the end of the session of the Radio Committee, and as far as I am concerned it was never sent to me; that is, the remaining part of it. Dr. Frigon, I think, tells us that he has never seen them.

"Dr. Frigon (Dr. Augustin Frigon, then acting general manager, CBC): I have never seen the reports and I cannot locate them.

"Mr. Coldwell: I happened to be looking over the evidence the other day and ran across this, and I thought that since some inquiry had been made by outstanding and independent persons that it might be well to have those reports. However, if they are not available, we cannot get them."

These "outstanding and independent" persons who made a survey of CBC were Mr. Siepmann and Eric Estorick.

Since the testimony indicated that the two filed a joint report, Mr. Siepmann was asked last week by BROADCASTING if he knew Mr. Estorick. This is what the New York U. professor had to say:

"I know him."

"Did you join him in writing a report on the CBC?"

"I did not. I wrote an independent report on the CBC in 1941 at the invitation of the Director General. Estorick, I believe, wrote a report later, perhaps in 1942."

Went the Circuit

Mr. Siepmann said his report was devoted to general broadcasting matters and was completed after he had "gone around the CBC circuit" studying operations. He said he saw no reason that the report should not be open to public investigation.

Efforts in Canada to unearth the reports of Mr. Siepmann and Mr. Estorick have met with failure; indeed, extensive efforts to unearth Mr. Estorick himself have met with no success. Canadian spokesmen who recalled the reports referred to them as "internal matters", not meant for public consumption. It is understood the Estorick report was never finished.

Editor's Note: On June 17, 1946, BROADCASTING stated in an editorial on the Blue Book (the fifteenth in a series) that we were not through with our study of the Blue Book and those who sponsored it. In the accompanying story, we are pursuing the subject. The story is written in the firm belief that all of the factors which motivated issuance of the Blue Book have not yet emerged. We believe that until they do emerge, free broadcasting in the United States is in jeopardy.

Strange coincidence attends the careers of Mr. Siepmann and Mr. Estorick—so strange, indeed, that Mr. Siepmann himself acknowledged it to be "curious", 'though "nothing else."

Mr. Estorick was an instructor at New York U. (in the Education Dept.) from September 1939 to September 1941. Mr. Siepmann joined NYU in 1946.

Mr. Estorick worked at the FCC (as a supervising analyst in the Foreign Broadcast Intelligence Service) from June 23, 1941 to Nov. 8, 1942. FBIS was transferred to the War Dept. Dec. 30, 1945; and from the War Dept. to the Central Intelligence Group on Nov. 3, 1946. (Mr. Siepmann, of course, worked at the FCC in July, 1945).

Great mystery attends one aspect of Mr. Estorick's career. FCC rolls indicate that he last left there on March 7, 1946, the date of issue of the Blue Book. But personnel officials of the FCC explain this as meaning merely that his file was transferred to the War Dept. on that date.

Transfer in 1945

Yet the FBIS transfer to the War Dept. was effected in December 1945, four months earlier and War Dept. officials state that Estorick's personnel file should have been transferred at that time, inasmuch as information now available in Washington on him indicates that he resigned with "reemployment rights." Those who resigned under these circumstances had their files moved with the bureau.

War Dept. officials now say that Estorick's personnel file is in the War Dept. Archives in St. Louis.

(*Continued on page 79*)

Close Check on FCC Spending Is Promised by Wigglesworth

By PETER DENZER

CLOSE scrutiny of FCC spending and functions was indicated Thursday by Rep. Richard B. Wigglesworth (R.-Mass.) who told BROADCASTING his Independent Offices subcommittee will devote as much time as a crowded schedule will permit to a review of FCC money requests for fiscal year '48.

Mr. Wigglesworth indicated that if hearings reveal need for a probe of the FCC, the assignment may be given either to a standing or select committee of the House. He insisted there should be "remedial legislation," presumably along lines he has suggested in the past.

Opposes Abuse of Power

Mr. Wigglesworth has long regarded the FCC as a special concern of the Congress. He was a member of the five-man subcommittee which investigated FCC during 1943 and 1944. During the 79th Congress he was ranking minority member of the Independent Offices subcommittee, chairmanship of which he inherited this year.

During the Democratic reign, Mr. Wigglesworth was a vocal critic of FCC powers which he felt impinged heavily on the Constitutional privilege of freedom of speech. He feels that Congress did not intend to give FCC power over "the composition of that traffic" as held in Supreme Court (Frankfurter) decision of May 10, 1943.

Forced for more than a decade to speak from the minority side, he had warned that "broadcasters will face more and more governmental control until Congress reappraises the Communications Act . . . and enacts definitive legislation."

He also has given careful attention to charges that the Blue Book assumes "unlawful control over what the people shall and shall not hear over the air."

In its sixth week of operation, the new Congress has not set its course for a specific program on the investigation of independent offices. Republican commitments are for a close overhaul of Government spending and functions with special attention to agencies which may not be holding to Congressional interpretation of their duties.

Hearings before Mr. Wiggles-

(*Continued on page 79*)

West Coast Atheist To Ask That FCC Revoke Licenses

THREE AND POSSIBLY four San Francisco radio stations loomed as centers of a controversy over their purported refusal to grant air time to Robert H. Scott, San Francisco atheist.

Mr. Scott announced Feb. 11 that he will petition the Federal Communications Commission to revoke the licenses of KQW KPO KFRC and probably KGO, but FCC said late in the week that no complaint had been received.

Obtained Decision

Last year Mr. Scott demanded radio time to preach the doctrines of atheism. He obtained a decision from the FCC, which held that radio stations which grant time for religious promotion should also grant time for promotion of atheism.

KQW, following the FCC decision, gave Mr. Scott a thirty-minute period last Nov. 17. The station invited comment from listeners.

Fred Ruegg, KQW program director, issued the following statement on the station's position in the case: "Time for additional broadcasts on atheism will not be provided on KQW. After analyzing the mail received in response to a broadcast by Robert Harold Scott, atheist of Palo Alto, Calif., it is felt that KQW would not be serving the interests of the public by continuing programs on the subject of atheism at this time."

Mr. Scott said one-fourth of the replies were favorable to him and his cause.

Royal Blue Appoints

ROYAL BLUE STORES, Chicago, representing over 900 independent grocery stores in Middle West, has appointed Schwimmer and Scott, Chicago, advertising representative.

Discuss Radio's Future

PANEL discussion on "Where Is Radio Going?" will be held today (Feb. 17) 5-6 p. m., at the American Assn. of University Women's Clubhouse in Washington. Theodore Granik, of Mutual's *American Forum*, will be moderator. Panel participants are: Charter Heslep, Mutual Washington representative; Robert K. Richards, editorial director of BROADCASTING; Mrs. William Willard, D. C. Junior League radio chairman; Mrs. George Hostetler, Maryland League of Women Voters radio chairman. Program is being sponsored by the Association's radio study group.

Form New Agency

FORMATION of the Maher and Futterman Advertising Agency, with offices at 11 E. Walton Pl., Chicago, has been announced by George Maher and William Futterman. Mr. Maher was in NBC's production division for 12 years, served 18 months as assistant radio director of Schwimmer and Scott Agency, Chicago, and another 18 months as radio director at L. S. Toogood Recording Co. Mr. Futterman was with Goldblatt Bros., Chicago, for 18 years as vice president and publicity and sales director. He resigned last year to form the Ward and Futterman Agency from which he recently retired.

Mars Adds

MARS Inc., Chicago, Feb. 1 added 74 outlets to *Curtain Time*, on NBC, Sat. 6:30 p.m. (CST), according to Paul McCluer, manager of NBC Central Division network sales department. Additional facilities bring number of stations airing program to 105. Agency is Grand Adv., Chicago.

Eversharp Cancels

EVERSHARP INC., Chicago, is cancelling sponsorship of *Maisie* Fridays, 10:30-11 p. m. on CBS, because of its "inability to improve the time at which the show could broadcast," its agency, Biow Co., New York, announced last week. As a result of the cancellation effective March 28, the schedule of advertising in newspapers and magazines will be increased. But when better radio time becomes available, Eversharp will again resume sponsorship of a third radio show, the agency announcement said. Eversharp continues to sponsor *Take It or Leave It* on CBS and the *Henry Morgan Show* on ABC.

Seek End to Court Ban on Microphone

Chicago Jurists Back Newsmen in Request to Chicago Bar

PERHAPS it is just that election day is only a few weeks off but a group of Chicago municipal jurists have endorsed a proposal submitted before the Chicago Bar Assn. by the Chicago Radio News Correspondents Assn. to permit a microphone in the traffic courtroom.

The jurists, including Chief Municipal Justice Edward Scheffler, made the recommendation as a means of attracting valuabe publicity at election time, since traffic courts are notoriously lacking in news value.

Judges do not care to accept traffic and safety court assignment because of the ill will incurred against violators who remember fines at the polls, the judge admitted, but said a radio broadcast would not only win a high Hooper but actually reduce traffic fatalities. He cited Judge John Gutknecht, who was elected for eight consecutive terms when broadcasts were permitted in his courtroom.

The Chicago courts barred broadcasts in 1937 when the Chicago Bar Assn. duplicated the American Bar Assn.'s ban against cameras and microphones as a result of the Lindbergh kidnapping trial. Judge Gutknecht also asked to be transferred to another court when the Bar Assn.'s resolution was adopted.

Since the adoption of the wire recorder the Chicago radio press has officially asked the Chicago Bar Assn. to withdraw its resolution on the ground that the machine made it possible to edit and censor broadcast material in advance.

Call Unassigned

A DAUGHTER, their fourth, was born Feb. 10 to FCC Comr. and Mrs. Clifford J. Durr. Explaining the difficulty of finding names for four children, all girls, Commissioner Durr said Friday there had been several suggestions "but a lot of tie votes," but that he hoped for a decision soon. Meantime, he quipped, "I guess she'll have to operate on call letters." Mrs. Durr is the former Miss Virginia Foster, sister of Mrs. Hugo Black, wife of the Supreme Court Justice.

Seek Godfrey

YOUNG & RUBICAM is negotiating with CBS for its program *Arthur Godfrey Talent Scouts* as a possible replacement for *Vox Pop* in the Tuesday 9-9:30 p. m. period on CBS for Lever Brothers (Lipton Tea) which sponsors *Vox Pop*. Latter show has a contract until May 21, 1947.

End of Ban on Station Editorializing Under FCC Study; Hearing May Be Held

RENEWED INTEREST in a re-examination of FCC's six-year-old ban on "editorializing" by stations was evident within the Commission last week, with indications that a hearing might be called if preponderant sentiment favors it.

The hearing would be held to determine the attitude of the industry as to whether the Mayflower Decision, in which the FCC in 1941 ruled that a broadcaster may not be an advocate, should be clarified, modified, or repealed.

Members of the Commission have sounded out industry representatives individually in the past few weeks but have found no unanimity of thinking regarding whether or how much radio stations should air their own editorial opinions. FCC is divided on the question.

Even if such a hearing is requested, it appeared unlikely that it could be held in the immediate future in view of the current workload involved in FCC's Feb. 7-May 1 "expediting plan," FM and television applications to be decided, the clear channel and color television proceedings, and already scheduled hearings including that Feb. 24 on multiple ownership.

The movement for a re-examination of the Mayflower decision, with NAB President Justin Miller among the leaders, gained impetus when the 14th NAB District went on record asking the NAB Board to take steps to establish the right of broadcasters "to present views under their own sponsorship in keeping with the Constitutional guarantee of freedom of speech" [BROADCASTING, Jan. 20].

Drawn for BROADCASTING by Sid Hix

"Well, Mr. Heatter, the only difficulty is you don't speak Russian."

TV Decision May Come in Few Weeks

Evidence Complete After Two Months Of Hearings

By J. FRANK BEATTY

TELEVISION'S course for the next five years—black-and-white alone as desired by most TV companies, or competing color and black-and-white—will be decided by the FCC on the basis of two months of testimony and observation concluded last Thursday.

Decision is promised in a few weeks, perhaps within the month.

In fighting the combined resources of almost the entire television industry, CBS endeavored to show the Commission that its development of sequential or scanning-disc color justifies creation of commercial color standards on the 480-920 mc band. CBS is the only company that has demonstrated a color system complete from transmitter to distant receiver.

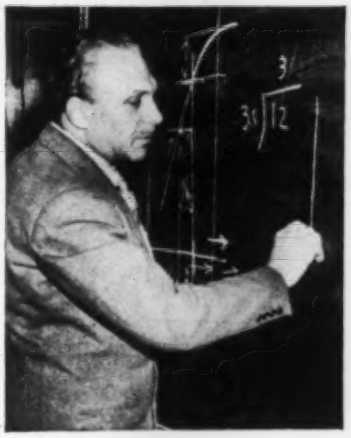
Opponents of CBS

For every expert CBS produced in presenting its side, RCA, Philco, Du Mont and others offered a half-dozen or more, plus the combined opposition of special committees of the Radio Manufacturers Assn. and Radio Technical Planning Board. They argued that black-and-white service should be allowed to proceed without interference from more costly color service.

The struggle was waged in Washington, New York, Princeton and numerous points where engineering measurements were made. CBS demonstrated its sequential color service in the laboratory, in a New York courtroom and at a Tarrytown, N. Y., inn. Other companies revealed new electronic color in the laboratory as well as black-and-white signals of new brilliance [BROADCASTING, Dec. 16, et seq.].

CBS offered field measurements to support its claim that the 480-920 mc band can provide satisfactory signals; contended that contrast is more important than mere brightness, though it promises brighter color images in the future; claimed color images are much more effective in audience appeal, and insisted black-and-white television is obsolete.

Opponents of the CBS petition to the FCC for declaration of color standards in the high band threw the book at the network's claims, and followed up with stacks of charts and diagrams designed to show that the industry doesn't yet know how to use the 480-920 band and that it is good for only line-of-sight service, with severe shadowing; that the CBS 48-frame system is marred by flicker, fringing, lack of brightness, small images, narrowing angle; that it needs 60 frames per second to overcome flicker; that it uses up too much of the spectrum; that it would hold up television progress; that it is too expensive; that it can't be commercially operated for several years and especially that low-band black-and-white sets can't be easily converted to receive CBS color even in monochrome.



FOOT LAMBERTS and ambients, tossed about FCC color television hearing with abandon, were charted in schoolroom style by Dr. Selig Hecht, Columbia U. biophysicist, testifying for CBS.

New allocation plan for the 480-920 mc television band was introduced by William B. Lodge, CBS director of general engineering, to provide two to seven color television stations for each of 140 metropolitan districts. It provides more stations in 54 districts than an FCC proposed allocation introduced last December without depriving any district of its FCC quota.

CBS to Increase Power

Mr. Lodge revealed that CBS is planning to increase the power of its high-frequency color transmitter, W2XCS, to 35 kw and increase antenna height. Opposition testimony based on eight field measurements during the week of Feb. 3-8 showed inferior or indiscernible CBS color images in six instances. These measurements were conducted cooperatively by television companies, with FCC and Bureau of Standards participating. Most of the sites were deliberately chosen to show shadow and distance effects.

Whereas Dr. Thomas T. Goldsmith Jr., Du Mont research director, interpreted these measurements as showing that the 480-920 mc band has line-of-sight habits, Mr. Lodge contended measurements at Nyack, 120 feet below line-of-sight, revealed that service will be available behind hills.

The battle of charges and counter-charges, claims and counter-claims, went on four days, with the nation's outstanding video authorities slugging toe-to-toe on disputed points. As in all of the three-month sessions FCC Chairman Charles R. Denny kept proceedings well in hand. Occasionally he broke up a verbal exchange with a quip. At other times he called for Commission rulings.

The stakes run into important money. For CBS they involve the fate of millions spent since 1940 on sequential images. For RCA, Philco, General Electric and others they involve possible loss of a chance to sell 2,000,000 black-and-white television sets in the next three years. They too have spent large sums, but see immediate returns in black-and-white with fully electronic color coming along in perhaps five years or a decade.

Du Mont's Side

The color opponents claimed CBS mechanically scanned color requires vastly different receiving equipment than black-and-white, whereas addition of a simple converter would permit current receivers to receive electronic color in monochrome. On the other hand CBS pointed out that dual-purpose sets, with only one extra tube, could be built to receive its color and present black-and-white just as sets are built to receive AM and FM.

Last week's hearings were designed to give Du Mont its first chance to present its side of the

(*Continued on page 80*)

WCAU Sale Price About $3,000,000

WPEN Sale to Unnamed Purchaser is a Part Of Transaction

WCAU PHILADELPHIA, 50,000-w CBS affiliate, will be transferred to the *Philadelphia Bulletin* by the *Philadelphia Record Co.* for between $3,000,000 stripped, and $3,500,000 including quick assets and other expenses, according to preliminary estimates made last week.

Application for the transfer, part of the approximately $10,500,000 transaction whereby J. David Stern sold the *Record* and the *Camden Courier* and *Camden Post*, probably will be filed with the FCC between March 1 and March 15. Paper work encountered has exceeded estimates, according to W. Theodore Pierson, Washington counsel for the *Bulletin*.

WPEN, regional independent owned by the *Bulletin*, will be sold to an unnamed bidder as part of the transaction, to eliminate the duopoly aspect (ownership of more than one station in the same market). Negotiations now are under way with several prospective bidders, through the Alfred Greenfield Co., Philadelphia investment bankers, who negotiated the Stern-Bulletin transactions. The asking price has been in the neighborhood of $1,000,000, it is understood, said to represent the cost to the *Bulletin* ($620,000) plus improvements and losses since the station was acquired from Arde Bulova two years ago.

No Profit to Stern

The figure for WCAU, when finally pegged, will represent no profit to the Stern interests, it was learned. The bottom figure of $3,000,000 would represent the property stripped of quick assets and receivables. The figure of $3,500,000 would include brokers' fees and legal expenses incurred by the Stern interests in acquiring the station last Fall, plus penalties on accelerated payments on the initial loan. When Mr. Stern acquired WCAU the indebtedness of the Record Co. was increased by between $3,000,000 and $3,500,000, which represented the new book value of the station.

The Avco procedure, wherein other bids may be made within the specified 60-day period during which the facilities are advertised, will be followed for both the WCAU and WPEN sales.

While the WCAU price established a new high for a single station transaction, the WPEN deal would not, even though it is for an independent, non-network station. WMCA was sold by Edward J. Noble, now chairman of ABC, to Nathan Strauss, for $1,200,000. One half interest in WIBG, also in Philadelphia, recently was sold for approximately $500,000. There have been several other part-ownership sales in recent months approaching the $1,000,000 figure on a 100% basis.

Transfer of WCAU accompanies the retirement from the publishing business of Mr. Stern who was forced by a three-month strike of the Newspaper Guild to sell his entire interests.

Testifying before the House Committee on Education and Labor on Tuesday, Mr. Stern, first newspaper owner to sign a contract with the Guild, denounced the union as a "cancerous growth" which jeopardizes the freedom of the American radio and press.

Mr. Stern said his early support of the Guild was his "first error" and suggested that Congress can best protect freedom of the press by freeing "opinion formers"—radio and newspaper writers and editors—from subjection "to the discipline of any pressure group."

Legislative Group Leaves It to Miller

Committee Assigns President Full Authority

FINDING ALL reasonably quiescent on the Washington legislative front, the NAB Legislative Committee crammed two days of agenda into a one-day session last Monday (Feb. 10) and then dispersed to await further developments.

Though no formal announcement was issued, it was learned the committee heard a legislative report from Justin Miller and decided to leave the entire matter on the policy level with its president. Judge Miller recounted to the board his legislative ideas, which were largely incorporated in an address made Dec. 1 before the Florida Broadcasters Assn. He had recommended then that Congress should sharply define the limits of FCC power and end its incursions into program content and structure [BROADCASTING, Dec. 9].

The committee took no positive position beyond delegation of full authority to President Miller and his board. There was no conclusion that the NAB should actively press for new legislation but that it would be prepared, at all times, to present its views when called upon by committees of Congress or by legislators.

No Direct 'Lobbying'

Implicit in the committee's deliberations was the determination to engage in no direct "lobbying" for legislation. Cognizance was taken of the statement by Majority Leader and Senate Interstate Commerce Committee Chairman Wallace H. White Jr. of Maine, that he proposed to redraft the White-Wheeler Bill, which failed in the 78th Congress and that he had delegated Edward Cooper, former Senate committee clerk, as professional staff member to major in communications. Mr. Cooper was given the responsibility of supervising the proposed legislation, which, like the Miller recommendations, would define the powers of the FCC to eliminate ambiguities and clearly spell out the bounds of FCC jurisdiction.

Discussed at the one-day session was the desirability of overall legislation to supplant the existing Communications Act of 1934 or piecemeal legislation to amend those provisions of the law in controversy. There were two schools of thought.

However, this question was not resolved since the committee concluded to delegate full responsibility to President Miller.

Senator White has indicated that he prefers an entirely new Act, since the radio provisions of the present law are 20 years old, having first been written in 1927 and carried over into the Act of 1934.

Preponderant committee opinion was that legislation would be forthcoming at the present session. Also canvassed were constantly recurring reports that the FCC would be subjected to an investigation by the new Republican Congress.

Committee members present are shown above. Those unable to attend were: Louis Wasmer, KGA Spokane; Wayne Coy, WINX Washington; Robert D. Swezey, MBS.

CONGRESSIONAL situation occupied one-day meeting of the new NAB Legislative Committee, which held a meeting Monday at the Mayflower Hotel, Washington. Present were (front row, l to r): Don S. Elias, WWNC Asheville; Justin Miller, NAB president; J. Harold Ryan, WWVA Wheeling, chairman; G. Richard Shafto, WIS Columbia, S. C.; Joseph Ream, CBS; Frank M. Russell, NBC; Clair R. McCollough, WGAL Lancaster. Back row: O. L. Ted Taylor, KGNC Amarillo, Tex.; A. D. Willard Jr., NAB; Herbert Hollister, KBOL Boulder, Colo.; Joe B. Carrigan, KWFT Wichita Falls, Tex.; Don Petty and C. E. Arney Jr., NAB.

RMA-NAB Hit Band Crowding; Radio Week Set Oct. 26-Nov. 1

RADIO set manufacturers have taken up the problem of station interference caused by crowding of stations in the upper portion of the standard broadcast band and will discuss the whole matter of broadcast engineering standards at a meeting of the Radio Manufacturers Assn. board next Wednesday at the Stevens Hotel, Chicago.

Relaxing of engineering standards by the FCC through the granting of hundreds of new stations in the higher broadcast frequencies presents tuning problems which the RMA Engineering Dept. will investigate.

First formal complaint about jamming of stations into the band came at the NAB Pacific Coast area meeting held Jan. 8-10 at San Francisco.

At first meeting of NAB-RMA Liaison Committee, held Thursday at Mayflower Hotel, Washington, NAB agreed to lend full support to RMA's Radio for Every Purpose set-selling campaign, which was drawn up last week by the RMA Advertising Committee [BROADCASTING, Feb. 10].

The group decided to hold a second meeting during the summer. In the meantime boards of both associations will have considered problems brought up last week.

The liaison group specified Oct. 26-Nov. 1 as National Radio Week, with both associations agreeing to merge forces to promote a celebration that will attract nationwide attention and utilize facilities of affiliated dealer and merchandising associations. Date for National Radio Week will be changed from year to year. The 1947 date was selected because daylight time will have been over several weeks and the NAB convention will not interfere as it did last year. The 1948 date will be moved away from the Presidential elections.

Discusses FM Advertising

The liaison group discussed the use by FM stations of advertising which urges the public to buy only FM sets. RMA frequently has objected to this advertising. The subject is to be submitted to the boards of both associations.

Attending the meeting were: For NAB, President Justin Miller; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Don Petty, general counsel; Carleton D. Smith, WRC Washington; James D. Shouse, WLW Cincinnati; William Fay, WHAM Rochester. For RMA, Ray C. Cosgrove, Crosley Corp., RMA president; Bond Geddes, executive vice president; E. A. Nicholas, Farnsworth Television & Radio Corp.; Paul V. Galvin, Galvin Mfg. Corp.; John K. West, RCA.

FIRST meeting of NAB-RMA Liaison Committee was held Thursday in Washington. Present during luncheon portion of meeting were (l to r): Carleton D. Smith, WRC Washington; Ray C. Cosgrove, Crosley Corp., RMA president; E. A. Nicholas, Farnsworth Television & Radio Corp.; A. D. Willard Jr., NAB executive vice president; William Fay, WHAM Rochester; Bond Geddes, RMA executive vice president; Paul V. Galvin, Galvin Mfg. Corp.; John K. West, RCA; James D. Shouse, WLW Cincinnati; C. E. Arney Jr., NAB secretary-treasurer.

Iowa Store Finds Radio Use Is Effective

Black's of Waterloo, NRDGA Winner, Has Know-How

By KATHERINE FILLOS
Radio Director
James Black Dry Goods Co.

SETTING UP a radio department and using the broadcast medium extensively has proved to the James Black Dry Goods Co., Waterloo, Iowa, winner of two out of three first prizes in the National Retail Dry Goods Assn.'s first nationwide radio program contest (BROADCASTING, Jan. 20), how effective radio is for advertising purposes. In order that others may share in Black's successful formula, BROADCASTING presents herewith the secrets behind this success, as told by Katherine Fillos, radio director of the Iowa Store. Miss Fillos took over the radio directorship last October, succeeding Betty Subotnik, Black's first radio director, who had served in that post from the time the store inaugurated its program for extensive use of radio in May, 1945. Black's sponsors three daily radio programs and one weekly program. The outlet for all of these programs is KXEL, a 50 kw clear channel station serving an industrial city and a rich farming community. Radio advertising constitutes 24% of Black's total promotional budget.

Miss Fillos

EVERY MERCHANT has the problem of deciding what is the most effective medium to use in carrying his advertising message to customers and potential customers, and the James Black Dry Goods Co. of Waterloo, Iowa, is no exception. This problem is complicated for the Iowa store by the realization that it has two separate markets, rural and urban, since industrial Waterloo is the trading center for a rich farming community. Waterloo has but one daily newspaper which has a good coverage in Black's immediate territory, but Black's also wants to tell its promotional story to potential customers outside the area covered by the local newspaper.

After testing direct mail, circulars, and weekly small-town newspapers, Black's decided that the logical answer was radio. Black's is fortunate in having a local station, KXEL, a 50,000-w, clear channel station, with a very sound farm policy. Since a large part of Black's business comes from an area outside the city of Waterloo, the broad rural acceptance of KXEL, a farm station, was of special concern to the executives of Black's. It was very apparent that here was a station with more than just a *farm hour*. Obviously, this station was all that its slogan implied, the "Voice of Agriculture."

Sponsors 4 Programs

Consequently, Black's now sponsors three daily programs and one weekly program—all over station KXEL. They are, as follows:

R. F. D. 1540: When the opportunity was presented for Black's to sponsor a segment of the *Josh Higgins Farm Hour*, a feature which Josh Higgins himself created for the initial broadcast of the station, our officials were quick to see its great value to Black's. The format was lifted from the *Josh Higgins Farm Hour*, moved to a new period, 12:45 p.m., and called *R. F. D. 1540*. Presented by Hugh Muncy, KXEL's farm director and a popular radio personality, the program is designed to reach the urban and rural families of northeastern and central Iowa, to serve 4-H, FFA, and various other farm organizations.

Mr. Muncy has built up a large following for the program through his friendly "hometown" way of presenting local news and farm organization activities and has made the name of Black's familiar to thousands of people throughout the area. The program content and the commercial copy are beamed toward farmers and shoppers from small towns. Commercials used feature institutional copy and items or departments that will characterize Black's as the store of "everything for all members of the family." Where stock permits, *R. F .D. 1540* encourages mail order response. According to sales results, these various methods have proved themselves most effective.

The program, under the sponsorship of Black's, was first aired over KXEL Aug. 6, 1945. It is a daily feature, Monday through Saturday, 12:45-1 p.m. About 50% of the programs include studio interviews, wire recordings, and coverage of farm events by remote pickup. These features are in addition to general farm and "hometown" format. One of the most popular of the wire recorded features is the weekly visit made by Mr. Muncy to a rural high school assembly.

Teen-Age Show

Music for Moderns: This program was born of a desire to reach teen-agers on the level of teen-agers. Here again, background played an important part in the acceptance of this program. The long-established activity of station KXEL with schools throughout the area extending as far as a hundred miles from Waterloo has been a contributing factor in the popularity of this broadcast. *Music for Moderns*, which received first in the Class B Division, NRDGA contest, Jan. 15, 1947, went on the air Aug. 21, 1945, and has been a continuous weekly feature on KXEL since that date.

The program is designed to reach teen-agers (and their parents) in northeastern Iowa, with feature merchandise from Black's Young Moderns shop and boys' department. Other objectives were to develop a consciousness of these

(*Continued on page 83*)

WRC Survey Uses New Techniques

Capital Area's Individual Listening Habits Are Studied

AN EXTENSIVE SURVEY of radio listening habits in which new techniques were used has been completed by WRC Washington. The study has produced interesting results with reference to the listening habits of persons who ride in radio-equipped automobiles, as well as listeners who use home and office radios.

WRC set out to get up-to-date, accurate facts about the Washington audience, basing its approach on the hypothesis that many factors (age, race, sex, health, economic level, occupation, education, etc.) affect radio listening habits, that all the factors are not known, nor is the degree to which any of them influence listening known, and that the only way to control all possible influencing factors in a survey sample is to set up a situation whereby the principle of random choice becomes completely operative.

USING new techniques, WRC Washington recently made an intensive study of the radio listening habits of persons living in the Capital's metropolitan area. The study was concerned with individual rather than family listening habits, and revealed interesting results, not only with respect to home and office listeners but also with respect to those who listen to auto radios.

In the WRC survey 562 names were picked at random from the latest Washington city directory. Names were listed on control cards and spotted on a large map of the area. Geographical distribution was excellent, WRC reports.

29 Interviewers Used

The station's research department, using a staff of 29 experienced interviewers, began tracking down each of the 562 individuals in the sample on Jan. 2 and tabulating their answers to 30 prepared questions. A month later 524 interviews had been completed, and the results were tabulated on the basis of these interviews since answers from the remaining persons on the list could not be obtained for a number of reasons.

The results convinced WRC that it had reached population groups never before covered in radio surveys and that for the first time accurate data on *individual* radio habits as opposed to *family* ones had been obtained. In the interests of accuracy several cross checks were made on the validity of the sample.

General conclusions were that radio listening habits vary most with color and to a lesser extent with sex, age, education and a number of other factors. Comparison of results with telephone surveys conducted by WRC indicated the importance of a sample in which not only the homes are carefully chosen, but also the person in the home to be interviewed.

In answer to the question, "Is

James W. Seiler, originator of WRC survey, and Lucille Stringer, his assistant.

there a radio in working condition in your home?" only 4.4% of the interviewees replied in the negative. The breakdown by race showed that 97.5% of the white families and 90.4% of the colored families in the area studied had radios.

As to the number of home radios the results were: One, 45.3%; two, 30.0%; three, 11.5%; more than three, 13.2%.

Length of Listening

The survey showed further that on an average day 71% of the adult Washington population listens to a home or office radio for an average of 3.3 hours. Average daily listening for the entire population, including non-listeners, is 2.4 hours.

With reference to Washingtonians' automobile radio listening

(*Continued on page 78*)

ABC Cancels WBKB TV; Tells Why

Expects to Develop Own Stations, Reports Spokesman

WITH THE END of the hockey season in mid-March ABC's contracts for sponsored telecasts over WBKB of Chicago Blackhawks' hockey games will expire and will not be renewed, it was learned last week. General Mills has been sponsoring the hockey telecasts on Wednesdays and Henry C. Lytton & Sons (The Hub), one of Chicago's big State St. stores, on Sundays.

At the same time it was learned that ABC will drop WBKB television broadcasts of its own Chicago-originated program, *Stump the Authors*, on Feb. 28. This program has been broadcast on a sustaining basis for 13 weeks, and was used as promotion for the same show on the ABC network. It was indicated that since the network show is no longer on the air ABC feels there is no point to paying for video promotion.

In cancelling television programs, such as hockey, when they end, spokesmen for ABC indicated they have in mind the fact that if and when the network gets its CP in New York it will want to concentrate on getting its own television station on the air there, following up with other video outlets in Chicago and Detroit. The network was said to be proceeding on the basis that, once it has obtained permission for its own television stations, it will want to concentrate its expenditures on transmitters, studios and equipment rather than on buying time from other video broadcasters.

It is understood that ABC is still trying to sell shows for WBKB and will be on the air with them when such sales are made. For example, on March 15, General Mills will sponsor through ABC a one-time billiard and pool telecast featuring top ranking cue artists who will be in Chicago at that time. ABC also was scheduled to start a film series on WBKB last Friday. This was to be launched on a sustaining basis, with a possibility of sponsorship later.

WBKB to Double Rates

Meanwhile, Capt. William C. Eddy, director of WBKB, announced Wednesday that the station will double its present television rate schedule on March 15. There are now more than 1000 authenticated video receivers in WBKB's primary area, Capt. Eddy said.

Under the new rate structure WBKB will charge $200 for an hour's time, $120 for a half hour and $80 for a quarter hour. Capt. Eddy said all present contract holders would be charged at the old rates until the termination of their contracts. A further boost in WBKB rates can be expected within approximately two months, he added.

John Royal Heads TBA Program Unit

Committee Will Draft Standards for Video Broadcasters

JOHN ROYAL, NBC vice president in charge of television, has been appointed chairman of the program committee of Television Broadcasters Assn. for 1947. Committee has been given the responsibility for investigating present video programs and drafting a set of standards as a guide to all television broadcasters.

TBA foresees this program guide as the first step toward a code of television programming, but believes that the medium is yet too young and its operation experience too limited for a formal code to be drafted at this time.

When TBA President J. R. Poppele proposed the guide in his annual address [BROADCASTING, Jan. 13], he said: "There are certain precepts, certain standards of good taste achieved through the years of public exhibition by other visual and aural arts which are essential and to which television should subscribe at the earliest possible moment—surely before many more stations get on the air."

Ernest A. Marx, general manager of the television set division of Allen B. Du Mont Laboratories, is chairman of a new TBA committee, the executive committee of TBA affiliate members, manufacturers of video equipment but not themselves television broadcasters.

Other TBA committee chairmen for the coming year are: membership, Dr. Allen B. Du Mont, president, Du Mont Labs.; engineering, F. J. Bingley, chief television engineer, Philco Corp.; commercial operations, G. Emerson Markham, general manager of the broadcasting division of General Electric Co.; publicity and promotion, Paul Raibourn, president, Television Productions; station operation standards and personnel, O. B. Hanson, NBC vice president; finance, Mr. Raibourn; education, Wallace A. Moreland, Rutgers U.

Video Election

OFFICERS elected by newly formed Hollywood Academy of Television Arts and Sciences on Feb. 11 include: Edgar Bergen, president; Ronnie Oxford, executive video-FM producer of KFI Los Angeles, first vice president; Mark Finley, Don Lee Broadcasting System public relations director, second vice president; R. A. Monfort, Los Angeles *Times* video technical director, treasurer; Joseph Kay, NBC radio recording, secretary-treasurer; O. A. Engstrom, Los Angeles schools, secretary; Marcia Drake, Bergen-Cunning productions, secretary; Don Macnamara, Telefilms, corresponding secretary.

Borden Experiments

BORDEN CO., currently sponsoring a Friday night television series, *I Love to Eat*, on WNBT New York through Young & Rubicam, will start a new series of "experiments" in program commercial treatments on the same station on March 1, through Kenyon & Eckhardt. With the plan of working with NBC on varied types of programs in all categories, the new series will be irregular, with shows not necessarily spaced a week apart.

CBS Radio Sales Now Video Representative

RADIO SALES, spot broadcasting division of CBS, representing the network's owned and operated stations, has added television to its responsibilities with its appointment as sales representative for CBS television. At present activities will center on WCBS-TV, network's low band black-and-white video station in New York, but the arrangement will be expanded as television itself expands.

All members of the New York radio sales staff have been instructed in present-day video operations, particularly those of WCBS-TV, and will be kept informed of future developments, according to J. L. Van Volkenburg, general sales manager of Radio Sales, so that they will be able to discuss the television problems of the advertisers and agencies they call on.

Ford TV Show

FORD MOTOR CO., Dearborn, Mich., on Feb. 17 will sponsor the finals of the Golden Gloves bout on WCBS-TV New York, Mon., 8 p. m. to the end of the activities. Caswell Adams and Bob Edge, WCBS-TV sports director, will describe the bout. Agency for Ford is J. Walter Thompson Co., New York.

N.Y. Firm Bans Apartment Video Sets

Tenants in 100 Buildings Are Told to Await Master Antenna

GROWTH in the number of television families, expected to mount rapidly this year, met a new setback last week when the tenants of more than 100 apartment buildings in New York City were notified that they would not be allowed to install video receivers in apartments pending a solution of the antenna problem.

In a circular letter addressed specifically to tenants "anticipating the purchase of a television set," Wood Dolson Co., New York real estate management company, pointed out that the building roofs are not large enough to accommodate multiple installations of the sizable antenna arrays currently used for each individual set. It would be unfair to give permission to some tenants while refusing others, the company said, and therefore no installations will be allowed "until such time as some scientific method has been developed for a master television aerial."

While new to the public, this home antenna installation problem has long troubled video technicians, particularly those associated with receiver manufacturers. The newly formed executive committee of affiliate members of Television Broadcasters Assn. had already scheduled this question as the first item on the agenda of the committee's first meeting, scheduled for last Friday afternoon.

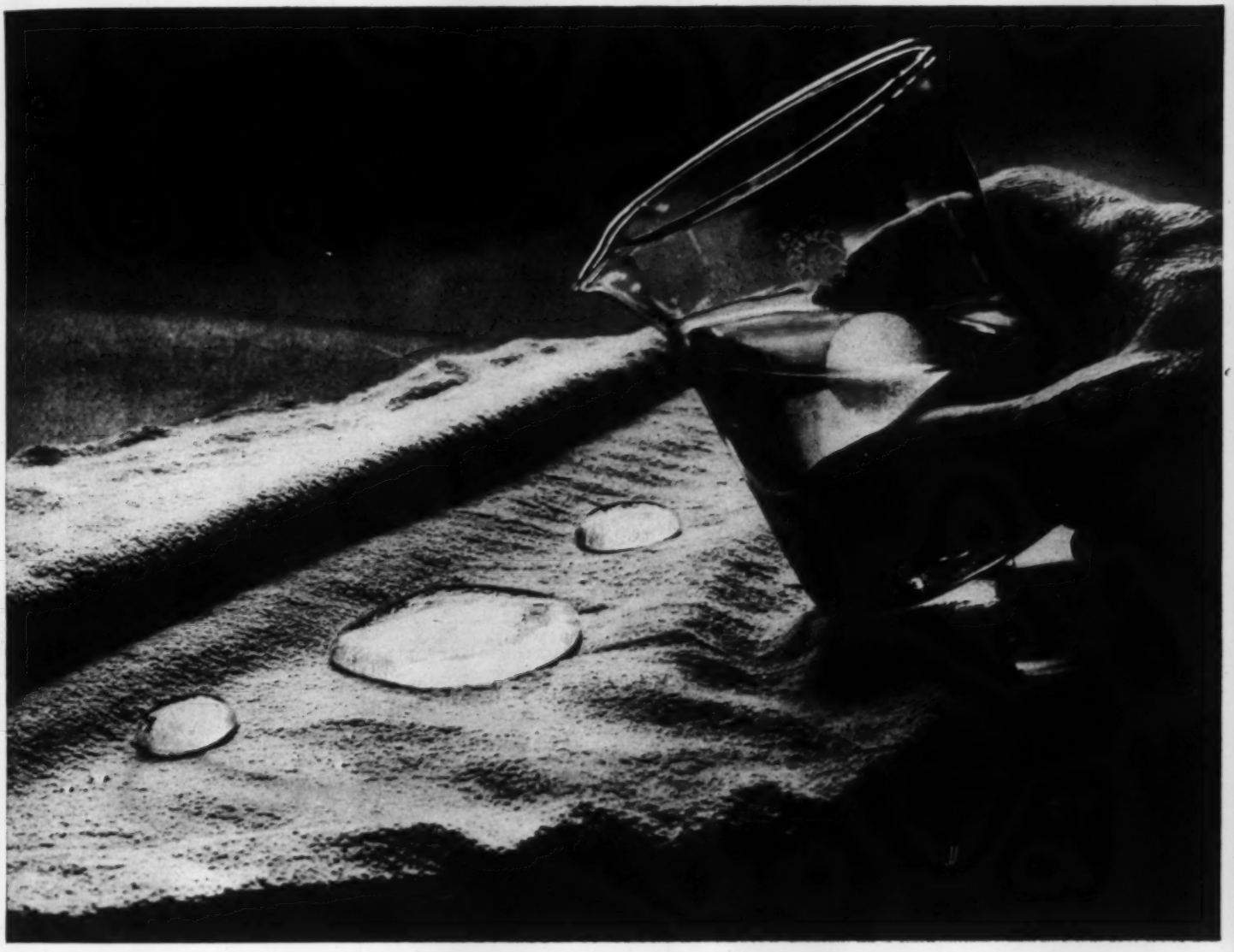
No Insurance Coverage

A spokesman for the Real Estate Board of New York said that this organization as yet has taken no position on the matter. However, John Berger of the Greater New York Taxpayers Mutual Insurance Assn., which insures building owners against personal injury liability, said that its policies do not cover television antenna installations and that any building permitting them does so at its own risk.

Mr. Berger said his organization had suggested that television companies making such installations should agree to assume the liability for claims that might be made if an antenna were blown down into the street or otherwise collapsed with injury to passersby.

A number of companies have developed various types of master antenna systems for multiple dwellings. None has solved the problem of how, with every available apartment occupied and every building with lengthy lists of would-be tenants, an apartment building owner could be persuaded to invest an appreciable sum in a master television aerial system at this time, even if the tenants desiring to purchase television sets should agree to pay a monthly fee for the privilege of hooking into the system.

One television engineer estimated that the cost of installing a master antenna system would average $60 or $70 an apartment for a 100-apartment building.



. . . Like off a duck's back

That's a new fabric called Silane. It's waterproof.

Pour water on it . . . and liquid rolls up into drops just like mercury. It rolls right off this new fabric better than water off a duck's back. Moisture just can't get through the fabric.

There's a similar point to make about a lot of radio sales messages. Some sales talk rolls right off the audience you're trying to get through to.

We don't know about other cities . . . but the sure way of getting through and producing sale results in Baltimore is by way of W-I-T-H. That's the successful independent station in this sixth largest market, that produces more listeners-per-dollar spent than any other station in town.

When you make up that list remember the call letters—W-I-T-H.

W·I·T·H

AM and FM

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

FCC Facing 1,200-Application Backlog

325 AM Stations Asked During Final Week

MORE THAN 1,200 applications for new or changed AM facilities confronted FCC last week as the Commission launched its "temporary expediting" plan, under which FCC and private engineers will concentrate on processing applications already on hand without regard, until May 1, for AM new or improved-facilities requests filed after Feb. 7. On adjoining pages, BROADCASTING lists last-minute pre-deadline applications and requests for amendments to non-hearing cases. The list, prepared by FCC, covers only applications not previously reported, and is supplemented with information regarding ownership of applicants for new stations.

FCC ENTERED its "temporary expediting" period for AM applications last week with a workload comparable to that facing it when the wartime freeze was lifted and normal licensing resumed in October 1945.

An official count showed 325 AM applications filed during the week ended Feb. 7, the last day for filing applications for new or improved AM facilities for consideration before May 1. It was estimated the Commission now has more than 1,200 such AM applications to decide, as against about 1,300 in AM, FM, and television when the "freeze" was lifted in 1945. The job is further complicated by engineering amendments and proposed amendments to scores of existing applications.

Advantage Now

One advantage now, although there are around 250 FM and 13 TV applications in addition to those for AM, is that a substantial percentage of each group is in hearing, so that much of the engineering work, one of the main drawbacks to speedy action, is well under way or completed on many applications. In AM, it was estimated that 500 applications are in hearing.

But the heavy rate of filings immediately preceding Feb. 7 heightened the fears of many authorities, especially the private engineers who are assisting the FCC technical staff in processing cases, that it will be impossible to complete the work on all pending applications by May 1, as the Commission has hoped to do.

In line with the expediting procedure [BROADCASTING, Jan. 13], FCC conducted informal conferences with legal and technical counsel for applicants on 22 channels last week (including Saturday), and scheduled conferences Monday through Saturday this week on five channels a day.

Initial Reports

Reports from initial conferences on channels with relatively few and relatively simple applications indicated that by making a few minor changes in their requests all or substantially all applicants might be eligible for grants. In more complicated cases, the immediate results were described as less encouraging. Initial conferences are followed by further conferences as necessary.

FCC authorities estimated that approximately 400 AM cases were in Processing Lines 1 and 2 before the final week's burst added 325 others, swelling the total to 725. In addition, some 500 are in the amendment privileges extended to those who do participate, the Commission reiterated. Non-applicants wishing to participate should notify the FCC Secretary in writing in advance.

The Feb. 7 deadline brought in last-minute applications from persons in a broad variety of professions, including ministers, attorneys, politicians, engineers, newspapers and newspapermen, and scores already in the broadcasting field.

Channel Conferences

The final week's total of 325—more than 200 of which were received on Feb. 7, compared to 160 for FM, AM, and TV received on hearing. Of the 725, it was estimated that 50% would have to go into hearing.

Channel conferences this week, starting daily at 10 a. m. in Room 7454, New Post Office Bldg., were scheduled as follows:

Monday, Feb. 17—630, 680, 1380, 740, 1310 kc.

Tuesday Feb. 18—1290, 1190, 600, 1530, 590 kc.

Wednesday, Feb. 19—1140, 1270, 1410, 1420, 1480 kc.

Thursday, Feb. 20—580, 1170, 1260, 1330, 1600 kc.

Friday, Feb. 21—910, 950, 1060, 1250, 1300 kc.

Saturday, Feb. 22—790, 990, 1070, 1390, 1580 kc.

Applicants not represented at channel conferences will not have deadline day before lifting of the wartime freeze—exceeded the most liberal predictions. A rough estimate when FCC offices closed on Feb. 7 placed the week's total around 300 [BROADCASTING, Feb. 10]. The 325 total consisted of 246 for new stations and 79 for changes of facilities.

Among Applicants

Among the applicants was the Washington radio law firm of Littlepage & Littlepage, for a new Cambridge, Md., station. Andrew G. Haley, head of a Washington radio law firm and part owner of KAGH(FM) Pasadena, applied for Fullerton, Calif. Walter E. James, assistant to the general counsel of FCC until Jan. 31, now practicing law at Montgomery, Ala., applied as a partner of George A. Mattison Jr. for a new station at Birmingham, contingent on a grant to WTNB Birmingham to change frequency.

Keith Kiggins, former senior vice president and station relations director of ABC, has an interest in an applicant for Erie, Pa. First Lt. Edgar M. Jones of the War Dept.'s Radio & Television Branch, former FCC public relations officer, is part owner of an applicant for Monessen, Pa. The local Chamber of Commerce is a minority stockholder in an Aiken, S. C., applicant.

In addition to former Kansas Gov. Alf M. Landon, who applied for Leavenworth and Liberal, Kans. [BROADCASTING, Feb. 10], the political group of applicants included Rep. Alvin O'Konski of Wisconsin, applying for Merrill, Wis.; Rep. S. W. Arnold of Missouri, interested in a Kirksville, Mo., applicant; and former Rep. Jennings Randolph of W. Va., minority stockholder in a company applying for Fairmont, W. Va.

RADIO NEWS ETHICS CODE BEING PREPARED

STANDARDS COMMITTEE of the new National Assn. of Radio News Directors this week began formulation of a code of ethics for news broadcasting. The code probably will be completed in 30 days, John F. Hogan of WCSH Portland, Me., president of the Association, said and the committee then will begin a study of standards looking towards the improvement of radio news presentation in general.

Sereno B. Gammell, news director of WTHT Hartford, was named by President Hogan to head the committee. Serving with him are Jack Kreuger, WTMJ Milwaukee; Jack Knell, WBT Charlotte; Soren Munkof, WOW Omaha; Fred M. Hinshaw, WLBC Muncie, Ind.

Need for a style book for radio news departments and just what such a book should include will be considered by the committee, Mr. Hogan said. All recommendations which the committee makes will be placed before the full NARND membership.

Other committee chairmen appointed were: John Verstraete, KSTP St. Paul, education; J. Edgar Kirk, WPTF Raleigh, membership; Charles Hilton, KGLO Mason City, Iowa, convention; Walter Paschall, WSB Atlanta, awards; Charles Day, WGAR Cleveland, publicity.

Time Sales Gain 7% in '46 FCC Finds

Comparisons With 1945 Show Total Revenue Up 8.9%

NET TIME SALES of standard stations and networks in 1946 registered a 7% gain over 1945, the FCC estimated last week.

The Commission, which counted net sales as sales after commissions are deducted, based its comparison on the four nation-wide networks and their 10 key stations, three regional networks, and 751 individual stations which in 1945 accounted for 97.7% of the net time sales of all stations.

FCC said total broadcast revenues (net time sales plus incidental revenues such as sale of talent, etc.) increased about 8.9% over 1945 figures for the same stations.

The four national networks and their keys reported net time sales of $70,008,962, a 2% increase over the 1945 figure of approximately $68,600,000.

Reports from three of the five regional networks indicated a 10% decline from 1945.

The 751 individual stations showed a 9.2% increase in net time sales over the 1945 reports of the same stations. This, FCC said, resulted from a 4.9% increase in the sale of station time to networks; an 8.1% gain in station time sales to non-network advertisers, and a 9.2% decrease in the amount of commissions paid to agencies, etc.

The 620 stations serving as outlets for national networks were credited with an 8.1% gain in net time sales. The gain for the 131 stations not serving as such outlets was estimated at 18%.

By station classes, the net time sales increases were reported as follows:

For 41 clear-channel 50-kw fulltime stations, a 3.3% gain; 22 clear-channel 5- to 20-kw fulltime stations, 5.9%; 251 regional fulltime stations, 7.7%; 49 regional parttime stations, 9.7%; 371 local fulltime stations, 19.4%; 13 local day and parttime stations, 27%.

The Commission's estimates were based on preliminary financial reports. FCC pointed out that the figures "in some instances represent estimates by individual stations."

Applications Filed With FCC in Pre-Deadline Rush

THE FOLLOWING recapitulation by states shows applications received by FCC on or before Feb. 7 but too late to be reported until last week. On page 84 is a listing of amendments, not previously reported, tendered for filing in connection with nonhearing applications already on hand.

ALABAMA

Albertville—Pat Murphy Courington, high school teacher. 630 kc, 250 w, day only.

Birmingham — Vulcan Broadcasting Co. 1490 kc, 250 w, fulltime (contingent on grant to WTNB to change assignment). Co-partnership: George A. Mattison Jr., president Woodstock Slag Corp., former associate with Roy Hofheinz for two years in Houston (Tex.) Slag Materials Co.; Walter Ervin James, former FCC assistant to general counsel, now practicing law in Montgomery. Mr. Mattison would be general manager.

Birmingham—WKAX, change from 900 to 1140 kc, operate fulltime instead of daytime, 1 kw, DA night.

Demopolis — Demopolis Broadcasting Co. 1400 kc, 250 w, fulltime. Partnership: W. M. Jordan (37½%), U. of Alabama student, 15 years amateur radio operator; W. P. Thielens (25%), electrical engineer; T. H. Gaillard (37½%), engineer WJRD Tuscaloosa, Ala.

Mobile—WKRG, change from daytime to fulltime, increase from 1 kw to 1 kw day and 250 w night, DA night (710 kc).

Tuscaloosa—WTBC, change from 1450 to 1230 kc (contingent on grant to WJRD Tuscaloosa to vacate 1230 kc).

ALASKA

Fairbanks—Alaska Bcstg. Co. (KFQD Anchorage licensee). 1290 kc, 1 kw, fulltime.

Seward—Alaska Bcstg. Co. (KFQD Anchorage licensee). 1340 kc, 250 w, 5 p.m. to midnight.

ARIZONA

Flagstaff—KWRZ, change from 1340 to 600 kc, increase from 250 w to 1 kw day, 250 w night.

Phoenix—KOY, increase from 1 kw to 5 kw day and 1 kw night on 550 kc (reinstatement of CP).

Phoenix—KPSC, change from 1450 to 1270 kc increase from 250 w to 5 kw, DA night.

Tucson—KTSC, change from 1490 to 580 kc, increase from 250 w to 1 kw, DA night.

Yuma—KYUM, change from 1240 to 560 kc, increase from 250 w to 1 kw, DA night.

ARKANSAS

Batesville—White River Valley Broadcasters. 1340 kc, 250 w, fulltime. Principals: W. L. Lander Jr. (5/31 interest), secretary-treasurer, in entertainment business; C. T. Roberson (4/31), merchant; Jared Trevathan (4/31), president, operates "Batesville Daily News;" J. F. Higginbottom (4/31), tire and auto supply company; J. Fred Livingston (3/31), vice president, insurance; Millard G. Hardin (2/31), attorney; Robert E. Purdy (2/31), owns office supply store; W. Albert West (2/31), district manager of Arkansas Power and Light Co.; Dr. Paul Grey (1/31), physician; Don Vaughn (1/31), real estate; Clem Moore (1/31), owner of Western Auto Store; Jewell Pounders (1/31), drugstore; H. B. Wood (1/31), cotton business.

Helena—KFFA, change from 1490 to 1360 kc, power from 250 w to 1 kw, DA night.

North Little Rock—Southwestern Broadcasting Co. 670 kc, 1 kw, day only. Principals: A. Bensky, president, 50% owner of grocery and farm; Z. Bensky, secretary, 13%, furrier; Leonard Coe, vice president, 35%, former time salesman KGHI and KLRA Little Rock and former commercial manager of Texas State Network; E. R. Parham Jr., vice president, 2%, Air Forces veteran. Mr. Coe is to be general manager.

Stuttgart — Stuttgart Broadcasting Corp. 1240 kc, 250 w, fulltime. Principals: John F. Wells (33-1/3%), secretary-treasurer, editor of "Arkansas Daily Legislative Digest," has minority interest in KWEM West Memphis, Ark. and KHOZ Harrison, Ark.; Phillip G. Back (33-1/3%), vice president, in engraving business; Beloit Taylor (33-1/3%), lawyer. Each holds 16-2/3% in KHOZ and KWEM.

CALIFORNIA

Bakersfield—KERN, increase from 1 to 5 kw on 1410 kc, DA fulltime.

Chico—Sacramento Broadcasters Inc. (licensee KXOA Sacramento). 1150 kc, 1 kw, day only.

Escondido — Ari-Ne-Mex Broadcasting Corp. 1400 kc, 250 w, fulltime. Principals: Dr. C. M. Tedrick, Albuquerque physician, president, 21%-plus; J. C. Morrison, advertising and radio experience, secretary-treasurer, 21%-plus; Herman Lindauer and William Jarvis, Deming businessmen, 21%-plus, each; Joan Carney, Deming store executive, 10%-plus; S. S. Sherred, with U. S. Indian Service, 4%-plus.

Fresno—San Joaquin Broadcasters. 1230 kc, 100 w, fulltime. Partnership: R. K. Wittenberg, Reno attorney, half owner KATO Reno (49%); R. L. Stoddard, KATO manager (51%).

Fullerton—Andrew G. Haley, Washington radio attorney and part owner of KAGH (FM) Pasadena. 1300 kc, 500 w, day only.

Lodi—KCVR, increase from 250 w to 1 kw on 1570 kc, day only.

Long Beach—Long Beach Broadcasting Co. 1460 kc, 250 w, fulltime. Partnership: Albert E. Furlow, general partner, 50%, general partner and general manager of KYOR San Diego; Emile J. Rome, limited partner, 25%, sales engineer of Raytheon Mfg. Co.; Lula Heavin Moore, limited partner, 12%, housewife; Mary W. Hetzler, limited partner, 13%, real estate broker and secretary of KYOR.

Madera—Public Interest Broadcasters. 1230 kc, 250 w, fulltime. Co-partnership: Ed W. McCleery, engineer at KUTA Salt Lake City, to be chief engineer; Frank C. McIntyre, KUTA program director and ex-manager of KLIX Twin Falls, Idaho, to be general manager.

Madera—Madera Broadcasting Co. 1340 kc, 250 wk, fulltime. Partnership: Harold Ray Brown, 20%, chief engineer of Rodman Stations (KFRE KERO KFRM), to be general manager; Daniel B. Halcomb, 20%, public relations, ex-news editor, general manager "Madera News;" Dean S. and Kathryn Lesher, each 30%, owners "Merced Sun-Star," "Madera Daily News."

Merced—KYOS, change from 1490 to 1360 kc, increase from 250 w to 1 kw, DA night.

Modesto—Radio Modesto. 1360 kc, 1 kw, DA fulltime. Principals: John E. Schacht (50%), secretary, general manager of KSMO San Mateo and has 15 shares of KXA Seattle; John E. Griffin (16 2/3%), treasurer, engaged in insurance and real estate business; and Richard J. Giddings (16 2/3%), vice president, partner of Mr. Griffin.

North Sacramento—Del Paso Broadcasting Co. 1580 kc, 250 w, day only. Owner: Earl C. Cooper, electrical contractor.

Oceanside — Oceanside Broadcasting Co. 1000 kc, 250 w, day only. Partnership: Elmer Glaser, general partner, (23%), merchant; Ray A. Wilcox, limited partner (45%), in real estate business; David Rorick Jr., limited partner (20%), car sales business; Hyman Glaser (6%), retail clothing; and Max Glaser (6%), retail clothing.

Oxnard—Valverde Broadcasting Co. 910 kc, 250 w, day only. Owners: William T. Brown (50%), part owner KWTO Barstow, Calif.; Maynard Marquardt, West Coast manager of World Broadcasting System, and Claude C. Turner Jr., Army major formerly with KFYR KGCX KUIN, 16-2/3% each; Burton C. Boatright, part owner KWTC, and Edward Iannelli, with Herbert L. Wilson consulting engineering firm, 8-1/3% each.

Oxnard—James J. Krouser (75%), in investment business, and Lloyd F. Kreamer (25%), radio service shop owner. 830 kc, 1 kw, day only.

Petaluma—Walter L. Read, Los Angeles sales engineer for Gates Radio Co.; former president and general manager of KOOS Marshland (now Coos Bay), Ore., former 20% owner KVAN Vancouver, one-time program and commercial manager KFQD Anchorage and previously general manager KINY Juneau. 1490 kc, 250 w, fulltime.

Pittsburg—Pacific States Radio Engineering. 1470 kc, 250 w, day only. Equal partnership: James L. Smith, radio engineer; and Joseph L. Berryhill, radio engineer and announcer.

Pomona-Ontario—Empire Broadcasting Co. 680 kc, 1 kw, day only. Owner: Bernard C. Brennan, attorney.

Richmond—Pacifica Foundation. 710 kc, 1 kw, day only. Non-profit educational corporation having no stockholders. Members include: Charles Davis, executive secretary of Institute of International Relations, Mills College; Eleanor Davis; Joy Cole Hill, research librarian at Press Research, Washington, D. C. and woman's program director of WWNY Watertown, N. Y.; Lewis Hill, chairman, news editor KYA San Francisco; H. Don Kirschner, radio dramatist; E. John Lewis, economist; Homer Sission, communications engineer; Rose Triest, continuity and publicity director KROY Sacramento; William Triest, news editor KYA; Jean Waldron, actress; John Waldron, transmitter and studio engineer, KFRC San Francisco; and Eleanor Davis, assistant program director of YWCA at Portland, Ore.

Riverside—Riverside Broadcasting Co. 960 kc, 1 kw, day only. Partnership: Kenneth A. Johns, limited partner, 35%, law student at U. of Southern California who had AFRS experience in Army; Roy M. Ledford, general partner, 65%, San Diego physician and uncle of limited partner. Dr. Ledford was associated in development of KYOR San Diego.

Sacramento—KCRA, change from 1340 to 1320 kc, power from 250 w to 1 kw, DA fulltime.

Santa Ana—Orange County Broadcasting Co. 850 kc, 1 kw, day only. Partnership: George W. Berger, general partner, 75%, founder Federal Radio and Television Manufacturing Co. and Federal Electronic Engineering Co.; George A. Raymer, limited partner, 10%, secretary-manager Orange County Taxpayers Assn.; Fred Forgy, limited partner, 10%, attorney; John W. Swallow, limited partner, 5%, West Coast radio director of Kenyon & Eckhardt. Mr. Berger to be general manager and director of technical operations; Mr. Raymer to be station manager, and Mr. Swallow to be director of activities and sales advisor.

Santa Paula—Town Talk Broadcasting Co. 1400 kc, 250 w, fulltime. Partnership: Robert W. LeMond, CBS Hollywood announcer; Clarence E. Fisher, account executive, Rogers & Smith Adv., Los Angeles; F. Clinton Jones, general manager KCMJ Palm Springs, Calif.

Santa Rosa—Santa Rosa Broadcasting Co. 1240 kc, 250 w, fulltime. Twenty-five persons have subscribed for stock. Officers: Theo. B. Hall, formerly with Bell Telephone System, McCollister Sales Organization, and KSRO Santa Rosa, president and general manager; Howard S. McCauley, KSRO chief engineer and operations manager, vice president and chief engineer; A. N. Wagar, Santa Rosa businessman, treasurer; Orla St. Clair, San Francisco attorney, secretary.

Stockton—San Joaquin Broadcasters (see Fresno application, above). 1500 kc, 250 w, day only.

Taft—Kenneth Aitken, broadcast technician. 1310 kc, 250 w, day only.

Van Nuys—Voice of the Valley Co. 1340 kc, 250 w, limited (night hours). Partnership: Herbert R. Land (26-2/3%), advertising executive; Alan H. Esary (26-2/3%), advertising technician; W. Fehr Gardner (26-2/3%), advertising executive; Samuel J. Roley (10%), radio technician; Roger C. Patrick (10%), Radio announcer and program director.

Woodland—Woodland Broadcasting Co. 1020 kc, 250 w, day only. Principals: Howard Martineau, (3.5%), vice president, chief engineer of KROY Sacramento; Richard C. Murphy (35.7%), president, physician; Robert Thiele (28.6%), secretary-treasurer, agricultural representative for General Petroleum Corp.

COLORADO

Grand Junction—Pennell E. Snowden, now on staff of KANS Wichita receiving training in operations of radio broadcasting. 710 kc, 1 kw, day only.

CONNECTICUT

Ansonia — The Naugatuck Valley Broadcasting Corp. 690 kc, 1 kw day only. Principals: Caro W. Ray (26%), president, consulting radio engineer; W. Rockwell Clarke Jr. (26%), treasurer, radio columnist; Aram H. Tellalian Jr. (26%), secretary, lawyer; Eugene G. Dahlby (10%), vice president, program director and announcer WNAB Bridgeport, Conn.; George W. Travis (6%), assistant treasurer, consulting radio engineer; and Vohen W. Varjabedian (6%), assistant secretary, on editorial staff of "Bridgeport Post and Telegram."

Hartford—Greater Hartford Broadcasting Inc. 1290 kc, 500 w, day only. Principals: William M. Savitt, principal owner of Savitt Inc. (jewelers), president and 49%-plus; Max M. Savitt, attorney, secretary-treasurer and 49%-plus.

Williamantic—Windham Broadcasting Co. 1340 kc, 250 w, fulltime. Principals: John Deme, president-manager and 12% stockholder Berkshire Broadcasting Corp., Danbury FM permittee and AM applicant, president and 8%; James D. Hallock, businessman, 4%; Louis Katz, Danbury attorney, vice president-treasurer and 88%.

DELAWARE

Dover—William Courtney Evans, radio operator and technician. 1490 kc, 250 w, fulltime.

Wilmington — Wilmington Tri-State Broadcasting Co. 650 kc, 250 w, day only. Principals: Frank S. Carrow, president, (16 2/3%), control manager of E. I. duPont de Nemours; George L. Sutherland, vice president (16 2/3%), manager WILM Wilmington, to be general manager of proposed station; George Harris, treasurer (8 1/3%), agent of Federal Revenue Dept.; Paul R. Rinard, secretary (16 2/3%), attorney; Dr. Raymon A. Lynch (16 2/3%), physician; James T. Houghton (16 2/3%), sports promotion; Pearle K. Largent, director (8 1/3%).

DISTRICT OF COLUMBIA

Washington—WQQW, increase from 500 w to 1 kw on 570 kc, day only.

FLORIDA

Clearwater—Springtime City Broadcasting Co. 930 kc, 250 w, day only. Applicant is owned by Victor John Morgan, publisher and part-owner of "Clearwater Sun."

Coral Gables—Sun Coast Broadcasting Corp. 1130 kc, 1 kw, day only. Principals and stock subscribed: J. Allen Brown, president, 10 shares, realtor; T. A. Lucchesi, vice president, 5 shares, assitant secretary of General Properties Co.; Otis Spencer, secretary treasurer, 10 shares, real estate broker; Arthur B. McBride, 400 shares, vice president of Yellow Cab Co. and president of United Garage and Service Corp., both of Cleveland; Daniel Sherby, 400 shares, secretary treasurer of Yellow Cab and United Garage. There are 17 minor stockholders including W. J. Hester, secretary of the U. of Miami, and I. R. A. Rosco, dean of the U. of Miami Law School, each 5 shares. United Garage is permittee new FM station in Cleveland and owner of WINK Fort Myers, Fla.

DeLand—DeLand Broadcasting Co. 1450 kc, 250 w, fulltime (contingent on grant to WFMJ to change frequency). Applicant is owned by Lyle Van Valkenburgh, former NBC and now freelance announcer, who will be general manager.

Fort Lauderdale—Mary W. Martin. 1000 kc, 1 kw, day only. Applicant is former officer and stockholder of WINK Fort Myers, Fla., and is sister of Ronald B. Woodyard, also former part-owner of WINK and who now operates WHOO Orlando, Fla.

Hollywood—WINZ, change from daytime to fulltime with 1 kw, DA night (940 kc).

Miami Beach—WKAT, change from 1360 to 810 kc, power from 1 to 50 kw, DA night.

Sebring—Highlands Broadcasting Co. 1490 kc, 250 w, fulltime (contingent on grant to WSIR to change frequency). Partnership: Henry L. Jollay, 32%, attorney; Ernest R. Baker, 32%, attorney; H. B. Craven, 32%, municipal bonds dealer (all general partners); Edward Hasti, special partner, 4%, accountant.

West Palm Beach—WIRK, change from daytime to fulltime, DA fulltime (1290 kc, 1 kw).

Winter Haven—WSIR, change from 1490 to 1230 kc (250 w).

GEORGIA

Columbus—Georgia Alabama Broadcasting Corp., 630 kc, 1 kw, day only. Principals: A. H. Chapman (20%), president of R. W. Page Corp., the Enquirer-Sun Corp., the Ledger-Enquirer Co., and Bradenton Herald Co. and owns stock in each, president; Mrs. Wylien

(Continued on page 20B)

Applications

(*Continued from page 20A*)

Page Chapman (20%), wife of A. H. Chapman, also owns stock in same corporations; M. R. Ashworth (20%); Mrs. Annie Laurie Page Ashworth (20%), his wife; and W. E. Page (20%), secretary-treasurer. All have interests in above-mentioned corporations.

Columbus — Muscogee Broadcasting Co. 1230 kc, 250 w, full time. Previous application of partnership proposed to be denied last November. Current request termed amended form, listing: R. C. Dunlap Jr. (20%); F. R. Pidcock Sr. (20%), now 51% owner WFRP Savannah; Frank Daniel Foley, (10%), attorney; Walter Allen Richards, 10%, food processor; George P. Swift (10%), textile manufacturer; Charlie Frank Williams (10%), retail lumber yard operator and contractor; F. R. Pidcock Jr. (20%).

Macon—Peach State Broadcasting Co. 1180 kc, 1 kw, day only. Same owners Carroll Broadcasting Co., operator WLBB Carrollton, Ga.

Thomson—Hickory Hill Broadcasting Co. 1240 kc, 250 w, full time. Applicant is owned by Walter Brown, vice president and general manager of WSPA Spartanburg.

HAWAII

Honolulu — Christian Broadcasting Assn. 1340 kc, 250 w, fulltime. Applicant is non-profit, interdenominational organization. Principals: Cornelius Keur, president and to be station director, for 11 years in programming and production with WMBI Chicago, WDZ Tuscola, Ill., and KGLO Mason City, Iowa; J. Walker Martin, first vice president, associated with Beverly Baptist Church, Chicago; L. A. Walkup, second vice president, with KGMB Honolulu; Lauren T. Zorn, secretary, with Van Kampen Press, Chicago; Theis Reynertson, treasurer, operator of Reynertson Store Fixture Co., Chicago; C. R. Palmquist Jr., assistant treasurer, with Chicago Bible Society; J. R. Jensen, assistant secretary and to be program director, former announcer and soloist on Chicago stations.

IDAHO

Boise—KDSH, increase from 1 to 5 kw on 950 kc, DA fulltime.

Coeur d'Alene—Coeur d'Alene Broadcasting Co. 1240 kc, 250 w, fulltime. Applicant is permittee KVNI that city, requests switch of KVNI to Spokane.

Idaho Falls—KIFI, change from 1400 to 550 kc, power from 250 w to 1 kw, DA night.

ILLINOIS

Belleville—WIBV, change from 1060 to 1230 kc, operate fulltime instead of daytime, using 250 w (contingent on grant to WIL St. Louis to vacate 1230 kc).

Bloomington—McLean County Broadcasting Co. 1080 kc, 250 w, day only. Principals: H. Gordon Benson, president (2.3%), real estate; Wheydon Slater, vice president (1.43%), lawyer; Vance N. Cribb, secretary-treasurer (23.42%), research department of Williams Oil-O-Matic Corp.; Herbert L. Wilson (23.42%), consulting engineer and AM permittee for Rutland, Vt.; Thomas H. Hildebrand (0.86%), insurance and real estate; Wayne W. Cribb (23.42%), general manager, and 22.4% owner of KHMO Hannibal, Mo.

Clinton—WHOW, change from daytime to fulltime, increase from 1 kw day to 5 kw day and 1 kw night, DA night (1520 kc.)

East St. Louis—W. Alexander Knight. 1260 kc, 1 kw, DA fulltime. Mr. Knight is sales executive at KXLW St. Louis.

Galesburg—Knox Bcstg. Co. 1100 kc, 1 kw, day only. Equal partnership: R. C. Goshorn, L. R. Goshorn, and R. L. Rose, president, vice president and general manager (respectively) of News-Tribune Co. R. C. Goshorn and Mr. Rose own KWOS Jefferson City, Mo., and have conditional grant for WOKZ Alton, Ill.

Kewanee—Kewanee Broadcasting Co. 1100 kc, 250 w, day only. Equal partnership: Denver V. Tolle, Civil Service employee; Emerson Y. Parks, salesman; William M. Liddle, with International Harvester Inc.; and Walter J. Winship.

LaSalle-Peru — Radio Broadcasting Corp. 1080 kc, 1 kw day only. Principals: K. L. Braun (20%), president of Consumers of LaSalle County Inc., president; Oscar W. Ellis (20%), president of sand and gravel business concern, president; F. W. Trobaugh (20%), lawyer; James D. Hurley (20%), lawyer, secretary; and James O. Ellis (20%), engineer, treasurer.

Lawrenceville—Raleigh M. Shaw, attorney. 1300 kc, 1 kw, day only.

Mount Carmel—Mount Carmel Broadcasting Co. 1560 kc, 250 w, day only. Owner: Charles F. Rodgers, design engineer.

Olney—Olney Broadcasting Co. 740 kc, 250 w, day only. Principals: Marshall H. Poole (38.75%), Army veteran, president; John I. Scheaffer (6.25%), Texas Oil Co. county agent, secretary-treasurer; Winifred Gray (6.25%); F. Allen Calvert Jr. (5%), lawyer; Schultz Seed Co. (3.125%); Zean Gassman (3.125%), insurance; Les C. Blackburn (3.125%), wholesale poultry business, vice president; Bertha Schultz (3.125%); Cleo Hocking (3.125%), automobile agency: Ernest Grigsy (3.125%), plumbing; and 40 shares to be issued to Marshall Poole for services as general manager.

Pekin—WSIV, change from 1140 to 1150 kc, power from 250 w to 1 kw day and 500 w night, operate fulltime instead of day only, DA night.

Peoria—WWXL, change from 1580 to 1590 kc, operate fulltime instead of day only, using 1 kw, DA fulltime.

Rock Island—WHBF, change DA use from fulltime to night only (1270 kc).

Waukegan — Waukegan Broadcasting Corporation. 1550 kc, 250 w, day only. Principals: William John Howard (50%), civil engineer and contractor, president; Robert W. Black (37½%), lawyer, secretary-treasurer; Walter Edwin Willard (12½%), civil engineer, vice president.

INDIANA

Gary—Steel City Broadcasting Corp. 1080 kc, 1 kw, day only. Principals: Homer Clay (40%), secretary-treasurer; Amos Coffman (40%), vice president; Samuel B. Perlman (10%); Henry Samson (10%), president, partner in clothing manufacturing business.

LaPorte—LaPorte County Broadcasting Co. 1540 kc, 250 w, day only. Partnership: Isabel S. Rumely (26%), has 15% interest in LaPorte Hotel Co.; Hoyet H. Scott (26%), chief deputy sheriff, LaPorte County; Edward Young (48%), dentist.

Logansport—Logansport Broadcasting Corp. 1230 kc, 250 w, fulltime. Principals: John C. Cotner (20%), president, associated with Tec Engineering Corp., consulting engineering and sales representatives; and William A. Porter (20%), vice president; Glenn L. Miller (20%), secretary-treasurer; Robert M. Booth Jr. (20%), assistant secretary; and Herbert Bingham (20%), all practicing attorneys at Washington, D. C.

IOWA

Davenport—KSTT, change from 750 to 1170 kc, operate fulltime instead of day only, increase from 250 w to 1 kw, DA fulltime.

Iowa City—Iowa City Broadcasting Co. 1170 kc, 250 w, day only. Principals: Phillip Dusenbury (22.7%), president, will be general manager, former KWPC Muscatine manager; Robert T. Davis (9%), vice president, partner in wholesale and retail feed store; Louis Shulman (22.7%), secretary; Carl F. Strubs (22.7%), treasurer, retail department store; Sam Saltzman (22.7%), retail furniture business.

Iowa City—Johnson County Broadcasters. 800 kc, 250 w, daytime. Principals: Robert E. J. Snyder (153 shares), president, will be commercial manager, is now WSUI Iowa City newscaster; Herbert D. Olson (39 shares), treasurer, will be program manager, now student; Richard H. Plock (15 shares); A. James Ebel (15 shares), consulting engineer. Others who have subscribed: Elliott D. Full (39 shares), vice president, who will be chief engineer, and Gene E. Claussen (39 shares), secretary, who will be sports director.

Keokuk—The Gate City Co. 1100 kc, 250 w, day only. Principals: Dale E. Carrell, pres. (58%); C. C. Carrell, vice president, (25%); Dale E. Carrell Jr. (2%), secretary; and Mrs. Genevieve Carrell. All are affiliated with daily Gate City newspaper.

Shenandoah—KFNF, increase from 1 kw day and 500 w night to 5 kw fulltime, DA night (920 kc).

Waterloo—Black Hawk Broadcasting Co. 1320 kc, 1 kw, day only. Principals: Ralph McElroy, president (18.18%), formerly with WMT Cedar Rapids; L. M. Hartman (9%), orchestra leader; Donald M. Graham (3.6%), vice president, in clothing business; Jackson McCoy (3.6%), editor of "Waterloo Daily Courier."

KANSAS

Concordia — Concordia Broadcasting Co. 900 kc, 250 w, day only. Owner: Tom Potter, Dallas oil producer.

El Dorado—El Dorado Broadcasting Co. 1360 kc, 250 w, day only. Owner: Tom Potter (see Concordia application, above).

Goodland—Goodland Broadcasting Co. 730 kc, 1 kw, day only. Owner: James E. Blair, Army veteran, former safety engineer for Climax & Molybdenum Co., Climax, Colo.

Independence—Central Broadcasting. 1010 kc, 250 w, day only. Owners: J. Nelson Rupard, president and general manager of KTSW Emporia, president and 60%; Paul R. Johnson, president of Union Gas System, vice president and 20%; Herbert A. Meyer Jr., business manager of "Independence Reporter," secretary-treasurer and 20%.

Parsons—Parsons Broadcasting Co. 1010 kc, 250 w, day only. Owner: Tom Potter (see Concordia application, above).

Parsons—H. J. Griffith Broadcasting Co. 1310 kc, 1 kw, DA fulltime. Owner: H. J. Griffith, 38% owner Griffith Theatre chain.

KENTUCKY

Elizabethtown—The Acme Broadcasting Co. 1450 kc, 250 w, fulltime. Equal owners: Clifford Spurlock, minister and manager of Acme Recording Studios, president; Myrtle Spurlock Fuchs, vice president; Ernest Fuchs, contractor and real estate interests, secretary-treasurer.

Pikeville—Cumberland Publishing Co. 1240 kc, 250 w, fulltime. Principals: W. J. Ward, president, 51%; Earl M. Tyson, vice president and 12%; Thomas J. Holland, secretary and 12½%; Olon Cook, treasurer and 2%; Mrs. Allie Jordan, 22½%.

LOUISIANA

New Orleans—WJMR, special service authorization to use 990 kc, 250 w, fulltime.

New Orleans—Radio New Orleans. 1400 kc, 250 w, fulltime. Radio South, AM applicant at Jacksonville, Fla., owns 49%. Other stockholders include Frak B. Hayne Jr., owner of Nola Oil Co., New Orleans, president and 4.25%; John Minor Wisdom, Tulane U. law professor, secretary-treasurer and 12.75%.

Shreveport—Shreveport Broadcasters. 1490 kc, 250 w, fulltime, contingent on grant to KTBS to change frequency. Partners: James G. Ulmer and James G. Ulmer Jr., owners of KGKB Tyler, Texas.

Shreveport—KRMD, change from 1340 to 1480 kc, power from 250 w to 5 kw day and 1 kw night (contingent on grant to KTBS Shreveport to vacate 1480 kc).

MAINE

Lewiston—Davis Broadcasting System. 1130 kc, 250 w, day only. Principals: Richard I. Davis, president, 1.92%, former engineer-writer with AFN Munich; George H. Davis, treasurer, 96.16%, owner Davis Cadillac Co.; Anne D. Davis, clerk, 1.92%, wife of G. H. Davis.

MARYLAND

Annapolis—WASL, increase from 250 w to 1 kw (daytime) on 810 kc.

Baltimore — Belvedere Broadcasting Corp. 1400 kc, 250 w, fulltime; contingent on grant of WCBM application for change of assignment. Applicant is FM permittee in that city.

Cambridge—Cambridge Co. 1240 kc, 250 w, fulltime. Co-partnership: Thomas P. Littlepage Jr. and James H. Littlepage, Washington attorneys.

Cambridge—John F. Kramer. 1430 kc, 1 kw, day only. Applicant is secretary-treasurer West Shore Transit Co., Annapolis.

Cumberland—Tower Realty Co. 1490 kc, 250 w, fulltime. Applicant also is seeking AM and FM facilities in Baltimore. Latter applications in hearing.

Essex—Sidney H. Tinley Jr. 1570 kc, 1 kw, day only. Applicant is vice president and general manager of Weaver Bros., Baltimore, real estate and construction loans and management firm.

Hagerstown—Western Maryland Broadcasting Corp. 1450 kc, 250 w, fulltime. Principals: Joseph Light, president and treasurer, 90% (eventually 65%), operator Light Construction Co., Washington; Irving Kipnes, secretary, 10% (eventually 35%), formerly editorial staff member BROADCASTING magazine, to be general manager. Also applicant Norfolk, Va.

MASSACHUSETTS

Boston—Beacon Broadcasting Co. 950 kc, 1 kw, day only (facilities of WORL). Equal owners: John T. Burke, account executive of Chambers & Wiswell Adv., Boston, president; George H. Jaspert, radio consultant and 38% owner Lawrence (Mass.) Broadcasting Co., AM grantee, general manager; James M. Langan, Daniel B. Lynch, and C. Edward Rowe, attorneys.

Ware—Donald W. Howe, general manager and treasurer of Ware Coupling & Nipple Co. 1140 kc, 250 w, day only.

MICHIGAN

Dearborn—WKMH, modification of CP to change from 1540 to 1310 kc, 1 kw, day only.

Detroit—Detroit Broadcasting Co. 560 kc, 250 w, day only. Partners: Ellis C. Thompson, business manager WEXL Royal Oak, Mich.; Harold I. Tanner, in commercial and production department of WEXL; John A. Ross, chief owner and general manager of Lincoln Stamping Co., Detroit.

Detroit—Pellegrin & Smeby. 1460 kc, 500 w, day only. Partners: Frank E. Pellegrin, National Assn. of Broadcasters director of broadcast advertising; Lynne C. Smeby, consulting radio enginer and chairman of Washington Section of Institute of Radio Engineers.

Detroit—Woodward Broadcasting Co. 840 kc, 5 kw, day only, DA. Principals: Max Osnos, president of Sam's Inc., owners of two Detroit department stores, president-treasurer, 81%; Jacob Kellman, radio director, Sam's Inc. and assistant to Mr. Osnos, vice president and secretary (9%); Noble G. Larkins, attorney, 50% interest Air Craft Machine & Engineering Co. and managing director of Traffic Safety Assn., non-profit safety group (2½%); Waldo Abbot, director of broadcasting, U. of Michigan, and member of Federal Radio Education Committee and of executive committee of National Assn. of Educational Broadcasters (2½%); George Edwards ((2½%).

Detroit—WCAR: move station from Pontiac to Detroit, increase on 1130 kc from 1 to 50 kw, operate fulltime instead of day only, DA fulltime.

Grand Rapids—Music Broadcasting Co. 1410 kc, 1 kw, day only. Equal owners: Paul E. Eichborn, WOOD Grand Rapids sales promotion executive, president; John A. Behler, vice president-secretary of Behler Young Co., vice president; Allen E. McGraw, president of A. E. McGraw Tire Co., vice president; Campbell H. Stekette, partner. Paul Steketee & Sons Dept. Store, treasurer; Wayne H. Young, president and treasurer, Behler Young Co., president of Universal Metal Products Co. and member of board of directors of U. S. Register Co., secretary.

Hamtramck—Vincent Lukas, attorney. 1180 kc, 250 w, day only.

Jackson—Michigan Music Network Inc. 1240 kc, 250 w, fulltime (contingent on grant of WJIM Lansing application for change in frequency). Equal owners: O. Roloson Wilcoxon, sales manager of McIvor Lumber Co., president; Richard A. Connell Jr. 53% owner of WJBK Detroit (application for sale to Fort Industries Co. now pending before FCC). 51% Dick Connell Inc. automobile agency, half owner Racon Realty Co., Miami, and 53% of WHRV, permittee for Ann Arbor, Mich., vice president; James F. Hopkins, president and 41% of WJBK 50% Racon Realty Co. 41% WHRV and 50% owner of Stanley Adv. Agency Inc., Detroit, secretary-treasurer.

Lansing—Irwin C. Stoll, Michigan Radio Network representative and former WJBK Detroit commercial manager, sole owner. 1240 kc. 250 w, fulltime.

Lansing—WILS, change from 1430 to 1240 kc, power from 500 to 250 w, operate fulltime instead of day only.

Lansing—T-C Broadcasting Corp. 1240 kc, 250 w, fulltime (contingent on grant of WJIM Lansing application to change facilities). Principals: George W. Trendle, president-treasurer and 75% interest in The Lone Ranger Inc. and Challenge of the Yukon Inc., 51% in Trendle-Campbell Corp., permittee for Flint, Mich., and former officer-stockholder in King-Trendle Broadcasting Corp., licensee of WXYZ Detroit and WOOD Grand Rapids; president-treasurer and (51%); H. Allen Campbell, stockholder in Trendle-Campbell Corp., and former stockholder and general manager of King-Trendle Broadcasting Co., vice president (35%); Raymond J. Maurer, secretary (5%); Mary K. Johnson (4½%); George W. Trendle Jr. (4½%).

Saginaw — Community Broadcasting Corp., 1400 kc, 250 w, fulltime; contingent on change of frequency of WSAM Saginaw. Principals: Willis H. Evans, CBS Washington news correspondent, president; George H. Williamson, in automotive manufacturing business, vice president (25%); Jean Williamson, on staff of Sen. Ferguson (R.-Mich.), secretary-treasurer and (55%); Robert Williamson, law student ((20%).

MINNESOTA

Ely—Charles W. Ingersoll, publisher of the "Reminder." 1450 kc, 250 w, fulltime.

Eveleth—Ridson Inc. (licensee of WDSM Superior, Wis.) 1340 kc, 250 w, fulltime.

(*Continued on page 76A*)

ON TARGET

Even when it looks easy, the ball doesn't drop into the basket by itself. It takes energy, skill and experience to score consistently . . . which is the reason so many of America's leading radio stations have chosen Weed and Company as their national representatives.

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Well, the "NEW" WGR HAS 'EM

and it's all part of the new program plans, the new activities, which... under the new ownership of Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry... are remaking WGR's big listening maps in Western New York.

for example—

3 BIG NEW DISC SHOWS

From 7 a. m. to 10 a. m.— Monday through Saturday "The Ralph Snyder Show"— Smooth, witty Ralph Snyder in quarter hours of music, interspersed with reports on weather, driving conditions and the correct time.

From 3:30 p. m. to 4:25 p. m.— Monday through Saturday "Meetin' with Keaton"— Buffalo's rollicking Billy Keaton in fast-moving 10-minute periods of music that Buffalo likes and asks for. How that man can SELL!

From 11:30 p. m. to 1:00 a. m.— Monday through Saturday "Martin Tobin's Tune Time"— featuring the deep, pleasing baritone delivery of well-known, well-liked Martin Tobin in 15-minute periods of danceable recorded music with between-tune reports on the weather, the time and interview quickies with celebrities and people in the news.

WGR Buffalo's Oldest Station
Columbia's Basic Outlet

WGR 550 kc *Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Clark & McGeehan Firm Incorporated

Station Representatives Open New York, Chicago Offices

CLARK & McGEEHAN last week received its incorporation papers, and opened offices at 247 Park Ave., New York, and 360 N. Michigan Ave., Chicago, as a new station representative organization, starting off as national representative of two stations, WKNB New Britain, Conn., and WPIK Alexandria, Va.

Both principals of the new firm have extensive radio and advertising backgrounds. William S. Clark, president and head of the New York office, began 13 years ago as a salesman for WOOD Grand Rapids, was subsequently associated with WMCA New York, John Thomas Miller Advertising, Campbell Soup Co., John H. Perry Assoc. and most recently has been New York manager of Howard H. Wilson Co.

M. J. McGeehan, vice president and secretary, in charge of the Chicago office, has been manager of the office of the Walker Co. in that city and was formerly manager of the Chicago office of Radio Advertising Co. for more than three years. Previously he had been active in sales and sales promotion at WEMP and WISN Milwaukee and at WIND Chicago, and he also at one time was in charge of spot sales in the state of Wisconsin for Radio Sales (CBS).

Oklahoma Network Elects Garber, Adds 2 Stations

MILTON B. GARBER, manager of KCRC Enid, is the new president of Oklahoma Network, succeeding Tams Bixby Jr., president of KBIX Muskogee. The network's board of directors at its annual meeting in Oklahoma City on Feb. 4 also re-elected two officers, Albert Riesen, manager of KVSO Ardmore, vice president, and James M. Griffith, manager of KADA Ada, secretary-treasurer. Robert D. Enoch, KTOK Oklahoma City, will continue as managing director.

The network also voted to accept two additional stations, KSWO Lawton and KTMC McAlester, as affiliates. This brings the total number of affiliates to nine. Other member stations are: KADA Ada, KBIX Muskogee, KCRC Enid, KGFF Shawnee, KOME Tulsa, KTOK Oklahoma City and KVSO Ardmore.

Succeeds Brother

GUY M. BIDDICK has been elected to succeed his brother, the late Walter W. Biddick, as president of the Walter Biddick Co., radio station representatives, Los Angeles, and has assumed management of the firm. Mr. Biddick had been associated for the past several years with his brother, who died Feb. 3 [BROADCASTING, Feb. 10].

IN HONOLULU it's this way, says Robert Dick (right), manager of KQMB during recent visit to CBS Hollywood headquarters. Listening (l to r) are Edwin W. Buckalew, network's station relations head, and Harry W. Witt, assistant general manager, CBS Western Div.

Networks List Reporters Assigned to Big 4 Meet

THE FOUR MAJOR networks last week announced the correspondents who will cover the Big Four foreign ministers conference, scheduled to start Mar. 10 in Moscow.

CBS will have on hand the chief of its European news staff, Howard K. Smith, who will be assisted by Richard C. Hottelett, CBS newsman formerly stationed in Moscow. Covering the meeting for NBC will be Henry Cassidy, the network's European news director, and Robert Magidoff, who was also formerly assigned to Moscow.

Edmund Stevens, Moscow correspondent for the *Christian Science Monitor*, will report the conference for ABC, while Mutual has assigned John Fisher to handle its Moscow broadcasts.

Irving H. Moore

IRVING H. MOORE, 60, manager of Western Electric Co.'s New York distributing house since 1939, died Feb. 8 in New York after an illness of several weeks. Mr. Moore joined Western Electric in 1909. He served as a major in World War I and returned to the company in 1922. Five years later he became manager of the distributing house in Washington and served in that capacity for 10 years before being transferred to New York. He is survived by his widow, the former Virginia Barton Mott.

WBRY Now 5 kw Outlet

WBRY, Waterbury, Conn., CBS affiliate, increased its power from 1 kw to 5 kw Feb. 7, the station management reports. On the evening preceding the switch to higher power the station staff, assisted by William J. Pape, publisher of the *Waterbury Republican-American*, which operates WBRY, aired a special program in observance of the occasion. Walter Howard, WBRY program director, wrote the script and directed the program.

A Spartan sells shoes in Carolina

Back in Greece, when the time-worn bed of the Eurotas River was 24 centuries higher, chiton-clad citizens of Sparta walked around in sandals. Today, half-a-world-away, citizens of Spartanburg, South Carolina, wear shoes sold by a fellow Spartan.

The Wright-Scruggs shoe store, which has been advertising on WSPA since 1940, sponsors Ross Gordon's "Carolina News" five afternoons a week over WSPA. This 6:15-6:30 p.m. program is planned and produced directly for *sales* to the vast and affluent WSPA audience in the Carolina Piedmont area. Witness this statement from a letter received from the manager of the Wright-Scruggs store: "We unhesitatingly say that our advertising over WSPA has been a very important factor in making us the Piedmont's largest and leading shoe store."

We've got other *selling* Spartans on WSPA, too. And the 151,458 families served by WSPA are the perfect audience for them... and for you.

But then, the WSPA Piedmont is an advertiser's paradise. A paradise that is "one of the *best-balanced* sections in the entire country".

And WSPA swings the *balance* your way.

WSPA

SPARTANBURG, SOUTH CAROLINA

Represented by Hollingbery

5000 watts day and night, 950 kc.

Walter J. Brown, Vice-Pres. and Gen'l Manager

CBS STATION

RECORD MAKING FIRM IS PLANNING SURVEY

TO EFFECT standards for recording industry, Allied Record Mfg. Co., Hollywood, has allocated a part of its 1947 budget for research, according to D. K. Broadhead, new president of the firm.

To develop preliminary standards Trumpis-Collar & Assoc., Hollywood industrial engineers, have been retained. Believing that quality of product can only be maintained through standardization of practices, equipment and accessories, Mr. Broadhead is aiming at standards for milling operations, matrix production and record pressing.

Through development of precise criteria, Mr. Broadhead believes, current complaints will be overcome, including varying record diameters, variations in weight of records, differences in record edge finish, finish imperfections, fragility, quality of tone, etc.

MANAGERS of Connecticut State Network stations were dinner guests of Governor and Mrs. James L. McConoughy at the executive mansion in Hartford prior to the first of a series of weekly Monday night report-to-the-people broadcasts by the governor. L to r are: Terry McGough, WNAB Bridgeport; Glover Delaney, WTHT Hartford; Richard W. Davis, WELI New Haven; Governor and Mrs. McConoughy; Harold Meyer, WSTC Stamford; Gerald Morey, WNLC New London; Sam Elman, WATR Waterbury.

Television Survey

WITH prospective sponsors among clients, survey to determine availability of Hollywood motion pictures for television is being made by J. Walter Thompson Co., Los Angeles. Norman Blackburn, vice president in charge of Hollywood office, is conducting survey.

WMIN Celebrates

TO CELEBRATE the opening of the new studios of WMIN St. Paul, Minn., and the tenth anniversary of the station, WMIN held a cocktail party last Thursday in the Hamm building, station's new location. Special emphasis has been given to FM quality in the design.

SAN DIEGO BECOMES A NEW HOOPER CITY

SAN DIEGO, Calif., has been added to the list of Hooper Pacific Coast checking cities effective with the January 1947 Pacific Network Program Hooperatings report, and now qualifies as a four-network service city since the new CBS outlet, KSDJ, is in operation.

Jack Benny led the first 15 programs on the Pacific Coast in the January report, with Bob Hope second and Red Skelton in third place.

The report showed an average evening audience rating of 9.7, an increase of 0.3 from the last report and an increase of 0.3 from the rating for the same period last year.

Average evening sets-in-use reported were 35.6, 0.1 less than the last report and 1.3 more than a year ago. The average evening available homes was 79.2, up 0.8 from last report and up 0.6 from a year ago. Average daytime audience rating was 4.2, down 0.1 from the last report, up 0.4 from a year ago.

The average daytime sets-in-use reported was 16.8, which represented a decrease of 1.1 from the last report, up 0.8 from a year aog. The average daytime available homes was 68.9, up 0.5 from the last report and down 0.9 from last year.

The first 15 Pacific programs as listed in the report were: Jack Benny 38.1, Bob Hope 32.4, Red Skelton 30.2, Walter Winchell 28.4, *Charlie McCarthy Show* 26.0, *Fibber McGee & Molly* 25.6, *Fred Allen Show* 23.3, *Radio Theatre* 20.5, *Bandwagon* 19.8, *Eddie Cantor* 19.8, *Truth or Consequences* 19.5, *The Whistler* 19.4, *Great Gildersleeve* 19.4, *Amos 'n' Andy* 19.1, *Screen Guild Players* 17.6.

WHLI Work Started

CONSTRUCTION WORK at WHLI Hempstead, L. I. (1100 kc, 250 w daytime), authorized by the FCC Jan. 30, has begun, Elias I. Godofsky, permittee, announces. WHLI and its FM affiliate, WHNY (Channel 288), will go on the air early in May, Mr. Godofsky states. Staff members, in addition to Mr. Godofsky, who is general manager, include: Paul Godofsky, station manager; Frank E. Knaack, chief engineer; Eddy Brown, music director. All formerly held executive positions at WLIB New York.

CBR FM Antenna

FIRST FM transmitter to be installed in western Canada is to go on the air early in March at Vancouver, where CBR is installing the transmitter on the roof of the Hotel Vancouver, with a 40 foot two-bay turnstile antenna. Equipment is being made by Canadian Marconi Co., and station will operate with 250 w on 105.7 mc with call VE5FG.

Service Pays

People always remember good service—and many a business has been based on this one idea. . . . In the Nashville area, over 4,600 stores specialize in service from dry cleaning to radio repairs. . . . And these businesses make service pay—over 16 million dollars a year at the last census in 1939. . . . Such profitable business and manufacturing activity has helped swell buying income in the Nashville market area to more than 800 million dollars yearly. . . . When you need effective coverage of this rich territory use the large audience who listen regularly to WSIX.

AMERICAN • MUTUAL

5,000 WATTS • 980 KC

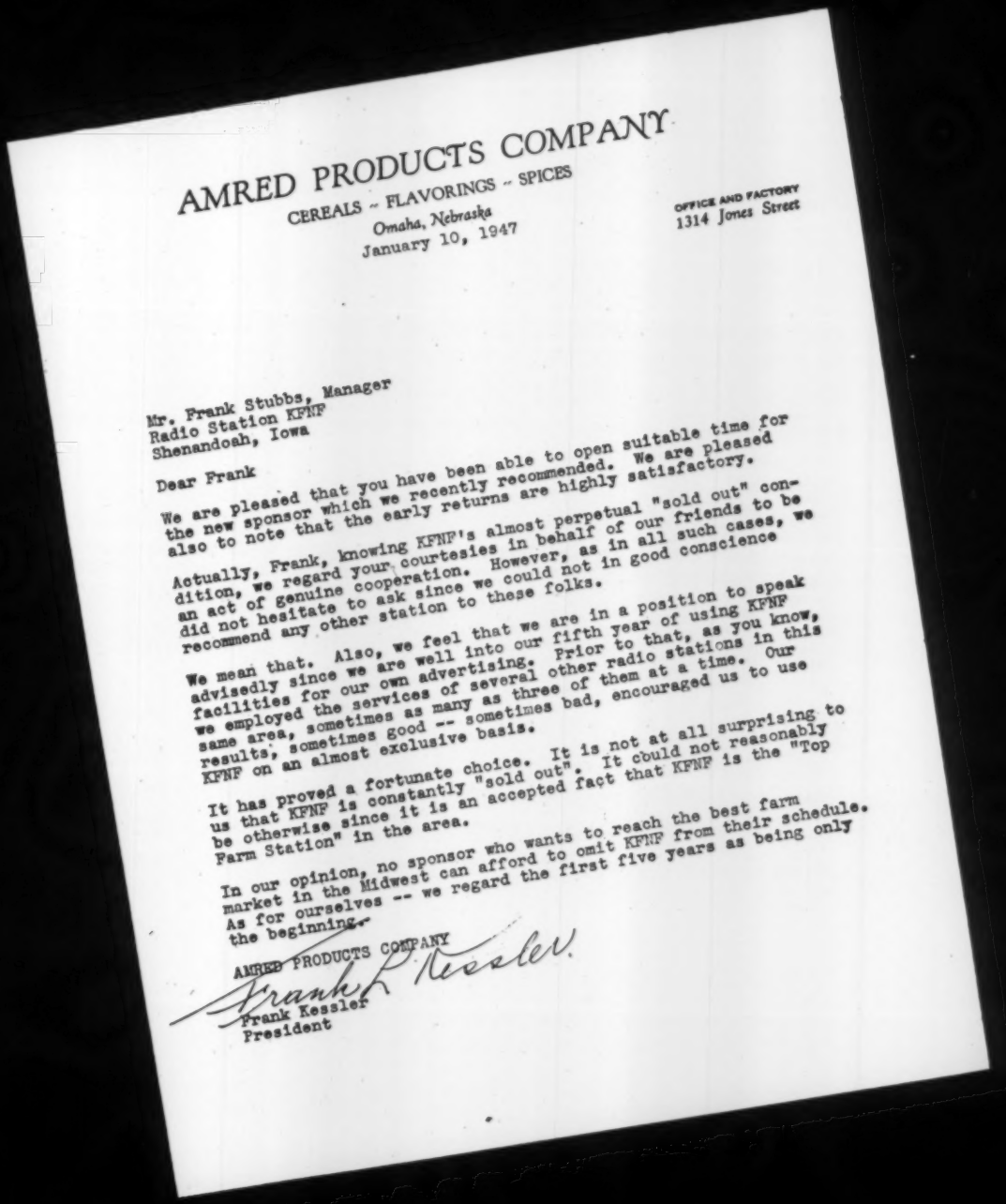
WSIX gives you all three: Market, Coverage, Economy

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally By
THE KATZ AGENCY, INC.

ON KFNF

Sponsor Dollars Buy Maximum Value



AMRED PRODUCTS COMPANY

CEREALS – FLAVORINGS – SPICES

Omaha, Nebraska

January 10, 1947

OFFICE AND FACTORY
1314 Jones Street

Mr. Frank Stubbs, Manager
Radio Station KFNF
Shenandoah, Iowa

Dear Frank

We are pleased that you have been able to open suitable time for the new sponsor which we recently recommended. We are pleased also to note that the early returns are highly satisfactory.

Actually, Frank, knowing KFNF's almost perpetual "sold out" condition, we regard your courtesies in behalf of our friends to be an act of genuine cooperation. However, as in all such cases, we did not hesitate to ask since we could not in good conscience recommend any other station to these folks.

We mean that. Also, we feel that we are in a position to speak advisedly since we are well into our fifth year of using KFNF facilities for our own advertising. Prior to that, as you know, we employed the services of several other radio stations in this same area, sometimes as many as three of them at a time. Our results, sometimes good -- sometimes bad, encouraged us to use KFNF on an almost exclusive basis.

It has proved a fortunate choice. It is not at all surprising to us that KFNF is constantly "sold out". It could not reasonably be otherwise since it is an accepted fact that KFNF is the "Top Farm Station" in the area.

In our opinion, no sponsor who wants to reach the best farm market in the Midwest can afford to omit KFNF from their schedule. As for ourselves -- we regard the first five years as being only the beginning.

AMRED PRODUCTS COMPANY

Frank Kessler

Frank Kessler
President

For availabilities, call FRANK STUBBS, Phone #1, SHENANDOAH, IOWA

Fulton Lewis, jr.

available* now on WHBC—Canton, Ohio 17.0 rating

WHBC and Fulton Lewis, jr. rate high with listeners in Canton's important market. Latest *Conlan* (Nov. 17-23, 1946) gives this noted commentator a 17.0 rating—highest on the WHBC schedule, which leads all other stations in the area in *all* categories.

Buying power knows no season around Canton. Diversity of industry provides around-the-year production; in 1946, peacetime industrial payrolls were $66 million. Retail sales: $115,500,000.

Reach this rich market with Fulton Lewis, jr. on WHBC—soon to go on 5,000 watts—soon to reach almost a half-million additional radio homes.

Wire, phone or write immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

City College, N. Y. Teaching Radio

TWELVE practical intensive courses on radio and television are being offered in evening sessions at City College School of Business, New York, started Feb. 10.

Jo Ranson, public relations director of WHN New York, is teaching a "Survey of Radio and Station Practice." "Practical Radio Announcing" is taught by Carl Mark, radio director of the Al Paul Lefton Advertising Agency.

Ted Cott and Jeff Selden, staff members of WNEW New York, are presenting a course in radio writing, "Radio Scriptwriting for Production." Raymond E. Nelson, president of the Raymond E. Nelson Advertising Agency, instructs a basic course in television production, "Television Studio Operation and Program Production." Mr. Nelson also conducts a "Workshop in Television Commercials."

Elissa Landi, former motion picture actress, is teaching a course in "Speech for Radio and Television." R. B. Gamble, commercial television producer, presides over a laboratory-studio course, "Television Laboratory Workshop."

"Documentary Radio," a cooperative enterprise entailing independent projects and group work on all phases of documentary programming is being taught by Seymour Siegel, program director of WNYC New York. Mr. Siegel also teaches "Radio Dramatics Workshop" in cooperation with Mr. Mark and Jack Grogan, of the program department of WNEW.

"Radio Broadcast Advertising," a course on the use of radio as an advertising medium, is taught by Hershel Deutsch, radio director of the Gray Advertising Agency.

Oscar Katz, associate director of research at CBS is presenting a statistical course, "Radio Audience Research."

Women Will Compete For Erma Proetz Awards

FOR THE THIRD consecutive year a national award in memory of the late Erma Proetz, advertising counselor, will be presented by the Women's Advertising Club of St. Louis in recognition of the most outstanding creative advertising work done by a woman during the year ending Feb. 28, 1947, it was announced last week.

A first prize of $200 and a second prize of $100, together with inscribed plaques, will be given to the winners at a dinner in St. Louis on May 12. Competition for these prizes is open to any woman in the United States engaged in advertising work.

Entries must be postmarked not later than midnight March 25. Complete information may be obtained from Mrs. Henrietta Baker, chairman of the Erma Proetz award. Women's Advertising Club, 706 Chestnut St., St. Louis 1, Mo.

MOMENT Chili Williams (l), girl who popularized the polka-dot, stopped speaking over WHBQ Memphis, the station's transmitter blew a fuse and was off the air for five minutes. Announcers blamed the trouble on overheating. Staffer Gene Allen Carr appears to have been blinded temporarily.

Singing Weather Reports Offered by Midwest Pair

JACK STARR of Star Radio Productions and Vernon Morelock, recently elected vice president of Anfenger Adv., St. Louis, are creators of a series of transcribed musical weather reports titled "Tempera-Tunes."

The series, produced by Star and transcribed by Columbia Recording Corp. at WBBM Chicago, quote the exact temperature for every degree from 10 below to 110 above. As an example, had they been presented in Chicago on Jan. 19-20 when the temperature fell from 65 above zero to 4 below zero, a total of 69 "Tempera-Tunes" could have been used during the 24-hour period.

Series is prepared for use as 15, 30, or 60 second open-end commercials. Fourteen stations already have contracted for series which they plan to offer for local sponsorship. Stations include KALB WJBD WWL WDSU WSMR KPLC WSKB WSLI WGCM WMOB WALA KTRH KRIC KRLD.

Video Textbook

BASED on his class in television programming at New York U., Thomas H. Hutchinson has written a textbook on television that will doubtless aid many students, radio and advertising executives now pondering video's possibilities. Titled *Here Is Television—Your Window to the World* (Hastings House, New York. $4), the 366-page volume is divided into three parts, dealing with the tools of television, its programs, and the commercial aspect. Volume is adequately illustrated with photographs and diagrams and includes a television shooting script and a glossary. The author had a decade of video production experience, with NBC, RKO and Ruthrauff & Ryan.

THE 7th KEY HAS BEEN ADDED

WXYZ Sales Key to the Detroit Market. The latest key to be added to the ring of ABC SPOT SALES is WXYZ—Detroit. We are proud of our new addition. Proud because WXYZ comes to us with a rich heritage of national good-will inspired in great measure by the *Paul H. Raymer Company*, which has represented it so capably during the past nine years. It is to your advantage to know that now, when you call ABC SPOT SALES, you can contact any or *all* of the 7 keys to America's top markets.

WJZ NEW YORK
ABC's key to
America's 1st market

WENR CHICAGO
ABC's key to
America's 2nd market

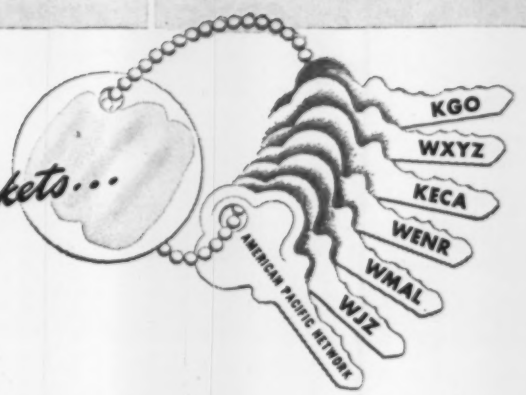
KECA LOS ANGELES
ABC'S key to
America's 3rd market

KGO SAN FRANCISCO
ABC's key to
America's 6th market

WMAL WASHINGTON
The Washington Star Station
ABC's key to
the Nation's Capital

AMERICAN PACIFIC NETWORK
ABC's key to the Pacific Coast

ABC has the 7 Keys to America's Great Markets...*



*SPOT SALES DIVISION

ABC American Broadcasting Company

NEW YORK	CHICAGO	SAN FRANCISCO	LOS ANGELES	DETROIT
33 West 42nd St.	Civic Opera Bldg.	155 Montgomery St.	1440 Highland Ave.	Stroh Bldg.

Billboards and Bus Cards Used in WLOW Promotion

EXTENSIVE promotion was conducted by WLOW, new independent outlet at Norfolk, Va., prior to its initial broadcast on Feb. 2. The station used 20 billboards, inserted 11x14-inch car cards in 230 Norfolk-Portsmouth buses, and gave away $5,000 in merchandise as a part of the advance promotion, according to Robert E. Wasdon, WLOW vice president.

As a follow-up the station has scheduled an extensive campaign in newspapers and is planning to use direct mail advertising. Mr. Wasdon also announced that WLOW expects to inaugurate flash-casting about the middle of March.

Currently assigned to 1590 kc, WLOW has an application pending before the FCC for 5 kw full-time on 1010 kc.

BATTING LESSON is given to Lee Little, general manager of KTUC Tucson, by one of baseball's greats, Rogers Hornsby. The famed "Rajah," now wearing a Cleveland uniform and serving as a coach for the Tribe, is conducting his equally famous Hornsby Batting School in Tucson, where the Indians are in training.

Price Says U. S. Shortwaving Should Be Private Function

AMERICA'S international shortwave broadcasting, now handled by the U. S. Government, should again become the function of private enterprise. This belief was expressed by Byron Price, chairman of the board of the Association of Motion Picture Producers Inc., when he addressed the advertising Club of Los Angeles last Tuesday.

In a speech calling for a vigorous defense of free enterprise Mr. Price said that before the war private enterprise made a "partial and none-too-successful effort at international shortwave broadcasting." At the outbreak of hostilities the Government took over this activity. But, said Mr. Price, it is the American tradition that the job of telling the story of American events and American ideas to those in foreign lands who are prepared to listen be handled by private enterprise.

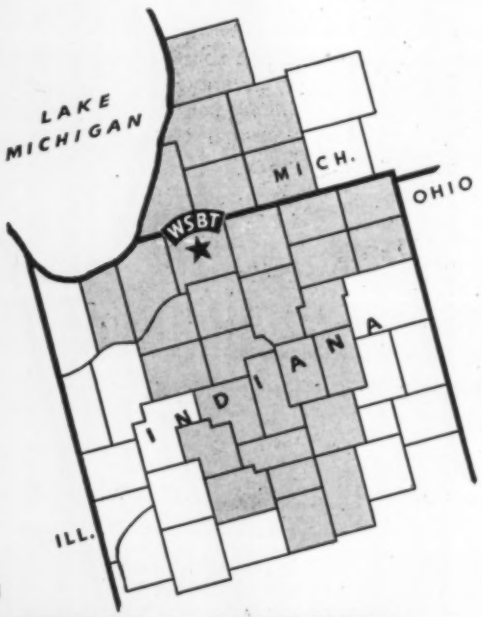
"The world of today is propaganda-shy," Mr. Price added, "and will discount in greater or less degree any outgiving of a Government radio station. Besides, if the Government moves into this field formerly occupied by private enterprise, will invasion of the other significent areas of expression and communication follow in due course?"

Mr. Price said he wondered if the great advertising agencies concur in the frequently expressed view that, for the present at least, international broadcasting cannot pay its way. "You have had long experience with radio advertising. You know that this is one means of communication which respects no road blocks and which in good time may do miracles, not only for American products but for American ideals," he said.

Reverses suffered by the doctrine and practice of free enterprise in the current world upheaval have been great, Mr. Price pointed out, and we in America either "must give up free enterprise or we must defend it."

The end of the competitive system, of which advertising is so large a part, must mean inevitably the end of our freedom, Mr. Price continued. "Here certainly is a supreme mission for advertising. If we are to grapple successfully with the problem, we must find a convincing way to exploit not only the products of free enterprise, but free enterprise itself."

It might well turn out to be a good piece of business, both for advertising and for our cherished doctrine of private enterprise, Mr. Price concluded, if positive steps were taken by advertising in the field of international broadcasting.



WSBT MAKES FRIENDS EVERYWHERE IT GOES

WSBT is popular throughout its *entire* coverage area. Consistent mail response comes from listeners in *every* WSBT county. Mail received in 1946—addressed to 62 programs—came from 43 Indiana-Michigan counties and 244 towns. Wherever WSBT reaches, people listen faithfully, write consistently.

WSBT
SOUTH BEND

960 KILOCYCLES
1000 WATTS

COLUMBIA NETWORK

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES

100th Anniversary

TO CELEBRATE the 100th anniversary of the birth of Alexander Graham Bell, inventor of the telephone, the Bell Telephone System on March 3 will take over the half-hour Borge-Goodman show for Socony-Vacuum heard Monday nights on NBC following its own *The Telephone Hour* so that it can present a full hour of entertainment on this occasion. Bell is reimbursing Socony-Vacuum for the radio time. Three guest artists will be heard on that show. They are Helen Traubel, American Wagnerian soprano, Jascha Heifetz, violinist, and Raymond Massey. The script was written by Norman Rosten. N. W. Ayer & Son, New York is the agency. Compton Advertising, New York, is the agency for the Socony-Vacuum show.

On the air NOW

Oklahoma City's FIRST and ONLY 50,000 WATT STATION!!

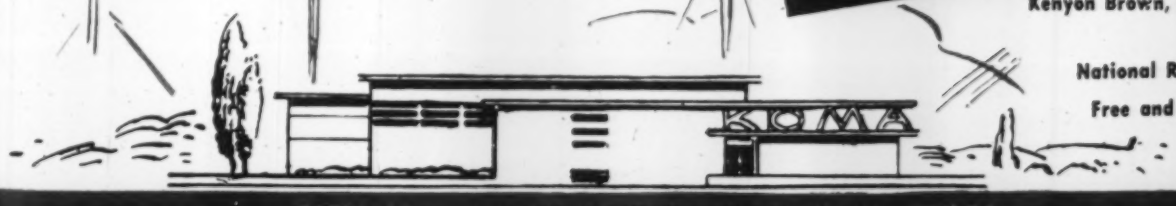
NOW you can get the "50,000 watt coverage" you have needed for so long in the heart of the rich Oklahoma market. Now you can enjoy the added sales punch of Oklahoma City's most powerful radio station *plus* CBS programming *plus* local "know how" in production. It's an unbeatable combination you can't overlook in planning those radio schedules in the Great Southwest. A few choice availabilities are still open. Write or wire today!

KOMA

OKLAHOMA CITY'S CBS STATION

Kenyon Brown, General Manager

National Representative
Free and Peters, Inc.



AFFILIATED IN OWNERSHIP WITH KTUL, TULSA

a prominent member of our 684,460 families

We've got a mighty large family down here in Memphis and the Mid-South, and, believe us, it takes a lot of buying to supply them with food, drugs, and the other necessities and luxuries of life. The effective buying income of the Memphis market is approximately $1,000,000,000.

You can reach this market best with a schedule over WMC, the Mid-South's pioneer radio station.

—the station with the billion dollar market area

WMC

★ MEMPHIS • NBC • 5000 WATTS

DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES, THE BRANHAM CO.

MEMPHIS' DOMINANT RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

'Radio Theater' Most Popular In Milwaukee Journal's Poll

WISCONSIN radio listeners have voted *Radio Theater*, the Monday night show on which movie stars recreate their screen roles, as the most popular program on the air today. The vote was recorded in the 17th annual radio poll of the *Milwaukee Journal*, owner of WTMJ.

Radio Theater climbed from seventh place in 1946 to first in 1947, replacing Bing Crosby, who dropped to third in the 1947 poll. Bing, however, again was voted the favorite male singer and again received more ballots than any other individual radio performer. Frank Sinatra, who was second only to Mr. Crosby in the "favorite male singer" division in 1946, dropped to fourth in 1947. He also dropped from third to seventh in the "favorite program" division.

Fibber McGee and Molly repeated its victory of last year in the comedy program division, and also again took second place in the favorite program classification. Red Skelton moved up the comedy scale from eighth in 1946 to third, just behind Bob Hope, in 1947.

The *Journal* reported that about one-third of the listeners participating in the 1947 poll voted, in a questionnaire which was part of the ballot, in favor of radio as it is now. Some things about radio were displeasing to almost two-thirds of the voters, and an equal amount of criticism was directed at daytime serials and "too much advertising." Singing commercials were next in line among the dislikes, followed by "too many crime shows."

The Winners

Winners in the various divisions of the poll, in order of rank, were:

Favorite program—*Radio Theater, Fibber McGee and Molly*, Bing Crosby, Red Skelton, Fred Allen, Bob Hope, Frank Sinatra, Jack Benny, *Information Please*, *Great Gildersleeve*.

Favorite comedian—*Fibber McGee and Molly*, Bob Hope, Red Skelton, *Charlie McCarthy Show*, Fred Allen, Jack Benny, *Abbott and Costello*, Joan Davis, *Durante and Moore*, Henry Morgan.

Favorite male singer — Bing Crosby, Perry Como, Dick Haymes, Frank Sinatra, Gene Autry, Dennis Day, Paul Skinner, James Melton, Andy Russell, Kenny Baker.

Favorite woman singer—Dinah Shore, Kate Smith, Jo Stafford, Ginny Simms, Frances Langford, Anita Gordon, Hildegarde, Helen Forrest, Dale Evans, Lily Pons.

Favorite daytime show—*Fred Waring Show, Grenadiers, Queen for a Day, Breakfast in Hollywood, House Party, Breakfast Club, Ladies Be Seated*, Nelson Olmsted, Arthur Godfrey, *Bride and Groom*.

Favorite announcer—Bob Heiss (of WTMJ), Harlow Wilcox, Don Wilson, Bill Goodwin, Harry Von Zell, Gordon Thomas, Paul Skinner (of WTMJ), Kenny Delmar, George Comte, Norman Ross.

Favorite news commentator—Walter Winchell, Paul Skinner, Gabriel Heater, Drew Pearson, Robert St. John, Cedric Foster, H. V. Kaltenborn, Raymond Gram Swing, Art Whitfield, George Comte.

JOURNAL PLANS VIDEO SHOWS IN MILWAUKEE

TELEVISION demonstrations by the *Milwaukee Journal*, which has been granted a permit for construction of its new video station, WTMJ-TV, will be a feature of the annual Milwaukee Home Show March 15-22. Meanwhile, WTMJ-TV is going ahead with plans to get on the air by the end of the year.

Portable field pickup equipment has been delivered and transmitters and other basic equipment are on order. Facilities for a television studio were incorporated into the *Journal's* Radio City building when it was built. However, a 500-ft. television tower will replace the present 300-ft. tower, the *Journal* management has announced, and Radio City eventually will be remodeled to include more studios and office space.

Extensive program for the television training of Radio City staff members will get under way immediately, and the *Journal* has made plans for large scale promotion of television. As a part of this program video demonstrations will be held for the following: executive and department heads of the *Journal*, Radio City Television Club, Milwaukee section of the Institute of Radio Engineers, civic leaders and advertising agency representatives.

Geissinger Agency

W. B. GEISSINGER & Co., a new agency in Los Angeles, has been formed by W. B. (Doc) Geissinger, former vice president in charge of Pacific Coast operations, and O. O. (Ox) Lieffers, ex-marketing-research director and account executive, both of BBDO Los Angeles. Offices are at 311 N. Flores St.; telephone is Webster 4753. C. M. Grove, former art director of BBDO, has joined the new agency as art director and production manager. Leroy W. Carlson, who was advertising manager of Household Finance Corp., Chicago, has been named account executive. Colleen Hagert, also of BBDO, is office manager.

Morris Named VP

G. DOUGLAS MORRIS, former account executive of Pedlar & Ryan, N. Y., has been elected vice president.

COMMUNICATIONS ACT OF 1934, AS AMENDED

ALLOCATION OF FACILITIES; TERM OF LICENSES

Sec. 307 (a) The Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, shall grant to any applicant therefor a station license provided for by this Act.

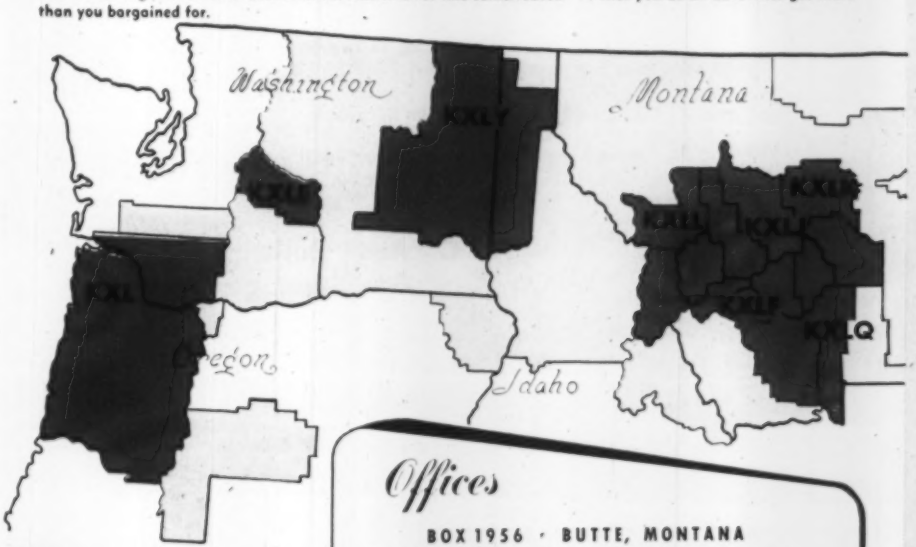
(b) In considering applications for licenses, and renewals thereof, when and insofar as there is [illegible] the Commission shall make such distribution [illegible]

in the public interest...

THE XL Stations

84 YEARS

To the XL stations these words "in the public interest" mean more than just a reason to exist. They have become a definite OPERATING POLICY. When you use the XL stations you get service "beyond the call of duty." The listeners will tell you what FARMS ILLUSTRATED, the MONTANA BOOSTERS and the PACIFIC NORTHWEST PLAYGROUND PROGRAMS have come to mean to them. They'll tell you how much MR. PNB has done to focus interest in this great industrial empire. Why the XL stations are a part of their community life . . serving in their own best interest. And it is for this same reason . . that you as an advertiser get more than you bargained for.



Merchandisable Area

Bonus Listening Area

Serving 2½ Million People

Offices

BOX 1956 · BUTTE, MONTANA

SYMONS BUILDING · SPOKANE, WASHINGTON

ORPHEUM BUILDING · PORTLAND, OREGON

THE WALKER COMPANY, 551 FIFTH AVENUE, NEW YORK, N.Y.

6381 HOLLYWOOD BLVD. · HOLLYWOOD 28, CALIF.

KXL Portland
ESTABLISHED 1922

KXLY Spokane
ESTABLISHED 1922

KXLE Ellensburg
ESTABLISHED 1946

KXLF Butte
ESTABLISHED 1929

KXLJ Helena
ESTABLISHED 1937

KXLQ Bozeman
ESTABLISHED 1939

KXLL Missoula
OPENING MAY 1947

KXLK Great Falls
OPENING JANUARY 1947

★

You get the benefit of this "lifetime" of radio experience with a single PNB contract, plus the added discounts available by including the entire market in your forthcoming campaigns.

PACIFIC NORTHWEST BROADCASTERS

"Richest Gals in the World Are We ___You Can Buy us Both with WMT!"
say the WMTland Twins
RIGHT! IOWA has the highest per capita income in the U. S. A. . . . equally balanced between agriculture and industry. WMT, only CBS outlet in Eastern Iowa, blankets these "twin markets" for you.
ASK YOUR KATZ REPRESENTATIVE now for the complete story of WMTland's "twin markets" — 3½ million listeners with spendable, dependable income the year 'round!
MASON CITY
WATERLOO
DUBUQUE
CLINTON
DAVENPORT
CHICAGO
SIOUX CITY
IOWA
DES MOINES
CEDAR RAPIDS
OTTUMWA
BURLINGTON
NEB.
ILL.
CEDAR RAPIDS
WMT
WATERLOO
BASIC COLUMBIA NETWORK
Member Mid-States Group

HOFHEINZ AM STAND IS UPHELD BY ASCH

EDITOR, BROADCASTING:

As one of FM's God-parents, your well-intentioned editiorial, "FMA's First Lesson," [BROADCASTING, Feb. 3] shows a quick inclination to spank where you feel that the child is unruly. I don't think that Judge Hofheinz is "off base" in, "picking a fight where none exists." My dictionary defines "standard" as—"one serving as a model by which the accuracy of others may be determined, or, as a basis for measurement." Certainly, you do not think that FM can look to AM as a model for comparison, or basis for measurement.

I go along with the Judge on the thought that each type of radio broadcasting should be defined to designate its own form. You know that the automobile industry has various models of automobiles and they are defined as, coupe, two and four door sedan, cabriolet, phaeton, station wagon, and so forth, although they all give automotive transportation, distinctive in type, in their features. So it is with radio broadcasting, and I think that the various types should be individually designated, since no one is any longer standard.

We're not mad at anybody, and we don't want to fight with anybody, we just want to promote and bring FM along as rapidly as possible, as a better service is needed and justified.

LEONARD L. ASCH
President
Capitol Broadcasting Co.
WBCA Schenectady.

February 5, 1947.

WNBC Airs Bulletins On Area Gas Shortages

A DAILY bulletin schedule has been set up by WNBC New York, informing householders facing critical gas shortages in Nassau, Suffolk and parts of Queens Counties on Long Island, and Rockland County, N. Y., of latest developments in their areas.

The Long Island Lighting System companies first applied for station breaks on the station, but WNBC, which does not sell station breaks, offered to put daily reports on the Kenneth Banghart news program at 6 p. m., critical time of the day in supplying gas heating. The Lighting companies then sent 20,000 letters to users directing them to keep tuned to the Banghart programs for latest developments. Newspaper advertising and sound trucks representing the companies toured the areas advising home owners to keep tuned to WNBC for late developments.

Frequency Shift

WJNX Jackson, Miss., has been authorized by FCC to shift frequency from 1490 to 1450 kc. The station will continue to operate with 250 w power.

HAND-PAINTED TIES illustrating that "Open the Door, Richard" theme are displayed by "Dusty" Fletcher, who cheerfully assumes the blame for the song, and WJBK Detroit's Jack the Bellboy, who claims to have been the first disc jockey to feature the number in Detroit. Ties came from one of Jack's Detroit fans.

Fly to Chairman Panel At Civil Liberties Meet

'THE CRITICAL Issues of Democratic Liberties" will be discussed in a series of round table sessions at the annual luncheon of the American Civil Liberties Union, to be held Feb. 22 at the Hotel Biltmore, New York.

Featured in the afternoon discussions will be a panel on "Freedom of Press, Radio and Movies," over which former FCC Chairman James L. Fly will preside. Discussion will be led by Morris L. Ernst, member, President's Commission on Civil Rights; Quincy Howe, CBS commentator; Dr. Paul Lazarsfeld, author of "The People Look at Radio"; Lou Frankel, radio columnist; William Fitelson, attorney; and Richard Griffith, of the National Board of Review.

760-Foot Cable

IN ORDER to avoid obstructions, KRUX Phoenix-Glendale, Ariz. has to carry power 760 feet by underground coaxial cable from the studios to the 183-foot tower. John D. Morgan, station manager, estimates that it is probably one of the longest transmission lines ever attempted between transmitter and antenna for a 250 watter. KRUX, key station of the new network, Radio Arizona, is owned by Gene Burke Brophy. It operates on 1340 kc, 24 hours daily. [BROADCASTING, Jan. 13]

Accountant Arrested

GEORGE DANIEL CIAGO, $85 a week accountant of the Newell-Emmett Advertising Co., New York, has been arrested by the District Attorney's office on a charge of having embezzled $10,505 from his employer over a period of nine months. The District Attorney said Mr. Ciago confessed his peculations to his office on Jan. 21 and was arrested on Feb. 5.

MRS. VANDENBUSHE
Sign of the Grand Sultan
No. 39 Market Space
Takes this method of informing the
public and her friends and acquain-
tances in particular, that she manu-
facturers all kinds of tobacco. Her
snuff is the best that has ever been
manufactured in America, and even
superior to any imported from

"The Telegraphe and Advertiser" Tuesday, Jan. 1, 1805.

This facsimile from the yellowed page of an old newspaper illustrates the beginning of advertising in Baltimore.

Today, merchants and distributors with commodities directed to the city's prosperous buying public employ all of the many facilities and media of modern advertising.

Alert time-buyers know that where comprehensive coverage of metropolitan Baltimore is required, no matter what the product, WCBM is the aerial medium that delivers the message and consistently promotes increased sales.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives
John Elmer, President
Geo. H. Roeder, Gen. Mgr.

NEW RELIGIOUS DRAMA program of the Goodyear Tire & Rubber Co., *The Greatest Story Ever Told*, was discussed by L. E. Judd (l), Goodyear public relations director, following initial broadcast on ABC Jan. 26 from 6:30-7 p. m., EST. With Mr. Judd were: Mark Woods, president of ABC; J. K. Hough, director of advertising for Goodyear; Sam Fuson, vice president of Kudner Agency Inc. *The Greatest Story Ever Told* is presented without a commercial message.

IRE Awards Liebmann Memorial to Rose For Outstanding Contribution in Radio

THE INSTITUTE of Radio Engineers has announced the award of the 1946 Morris Liebmann Memorial Prize to Dr. Albert Rose, of RCA Laboratories, Princeton, N. J., and the 1947 Liebmann prize to Dr. J. R. Pierce, of the Bell Telephone Labs., New York.

The awards will be presented for "outstanding contribution in the field of radio" on March 5 at the annual banquet of the IRE to be held in New York at the Hotel Commodore.

Dr. Rose joined RCA immediately after obtaining his Ph.D. from Cornell in 1935 and has concentrated his research in the field of television camera tubes. He conceived the idea of the orthicon camera tube in 1937 and later collaborated in developing the image orthicon television picture tube. It was for his work on the image orthicon that Dr. Rose received the 1946 Liebmann prize.

Dr. Pierce joined Bell Telephone Labs. upon receiving his Ph.D. from California Institute of Technology in 1936. He has done research in high frequency tubes and received the 1947 Liebmann Memorial Prize for development of the travelling wave type of tube.

The IRE also announced the election of 25 engineers and scientists to fellowships in the institute. Those named include: Benjamin DeF. Bayley and Frank H. R. Pounsett of Canada; Pedro J. Noizeux of Argentina; Sir Robert Watson-Watts of England, and George P. Adair, George L. Beers, Lloyd V. Bernkner, Edward L. Bowles, Robert F. Fields, Donald G. Fink, W. W. Hansen, Capt. David W. Hull (USN), Fred V. Hunt, Karl G. Jansky, Ray D. Kell, Charles V. Litton, James W. McRae, I. E. Mouromtseff, D. E. Noble, R. M. Page, J. A. Pierce, C. A. Priest, W. W. Salisbury, E. N. Wendell and R. S. Burnap, all of the United States.

THE PITTSBURGH STORY

The Greater Pittsburgh Market includes all of Allegheny County, a wealthy steel-producing center. Nucleus of this great market is the steel communities of McKeesport, Duquesne, Clairton, Homestead, Braddock, East Pittsburgh, Turtle Creek and Wilmerding. WE-DO was created primarily to serve these heavily populated communities of the Greater Pittsburgh Market. The 3 largest cities of Allegheny County (exclusive of Pittsburgh) are McKeesport, Duquesne and Clairton.

While WE-DO ranks 4th in the city of Pittsburgh according to our recent Conlan Audience Survey . . . it is interesting and most profitable to note how WE-DO completely overshadows all other stations serving the "steel cities" of this market. We call it the Pittsburgh Story as told very graphically in the Conlan Survey.

BOX 810—McKEESPORT, PA.

Robert S. Conlan & Associates
Radio Survey Summary of—

the City of
PITTSBURGH, PA.

Distribution of listening homes among stations:

Station A	23.1%
Station B	8.3%
Station C	16.2%
WE-DO	15.8%
Station D	11.2%
Station E	19.5%

the Cities of
McKeesport . . . Duquesne . . .
Clairton, Pa.

Distribution of listening homes among stations:

Station A	19.5%
Station B	8.0%
Station C	20.1%
WE-DO	32.1%
Station D	10.6%
Station E	1.9%

WE DO
1000 WATTS 810 on your dial
JOSEPH HERSHEY McGILVRA Inc., Representative

Charlotte Office Opened By Robert E. Clarke Firm

OPENING of a Charlotte, N. C., branch office of Robert E. Clarke and Assoc., Miami advertising firm, was scheduled for last Saturday. Robert E. Clarke, president of the firm, announced that his brother and business associate, George I. Clarke, would be in charge of the new office, located at 632½ E. Fourth St., Charlotte. For five years prior to joining the Clarke organization in Florida the manager of the new office was associated with RCA with headquarters in Camden, N. J. Previously he had been in the advertising and sales division of Canada Dry Gingerale Inc.

The Charlotte office, it was announced, will concentrate on advertising and sales promotion, working in close conjunction with the firm's Miami and New York production offices.

Radar Plans

SYLVANIA ELECTRIC'S plans to produce, distribute and service commercial marine radar systems have been announced in New York by President Don G. Mitchell following an inspection of the new radar installation on the Queen Elizabeth. The radar equipment will be manufactured by Sylvania Electric Products Inc. in the United States and by its affiliate, A. C. Cossor Ltd., in Canada. Mr. Mitchell said that already more than 45 shipping companies have placed orders for from one to 20 radar systems.

Let's stop short-changing radio!

#Case 86

—one of a series to show the men who build programs, and who buy and sell time, how sound radio research is revealing new values of the medium—and new opportunities in its use.

"The Astounding Case of the Uncounted Audience"

or, "Who hung it on Kelly?"

This is about a guy named Kelly.* He was, and is, a swell chunk of radio talent. Kelly worked long and hard to build his five-a-week daytime show on the local station where he rose to fame. Then a network found Kelly, and sold him to an agency; and the agency sold Kelly to a particular client for the tidy time and talent cost of $678,000. A lot of money, Mister! It took the profit on five whole trainloads of the sponsor's product to pay for Kelly's show.

Then along about Kelly's third network program, somebody hung a "rating" on him. "4.2%", they said. Nobody thought to ask "4.2% of what?". They just kept on dismally repeating, "Kelly's rating is *only* 4.2%". Client—agency—network—*and* Kelly all felt t-e-r-r-i-b-l-e!

This went on, and got worse, until somebody had the sound idea of putting Nielsen Radio Index service to work. Within twenty minutes the truth about

*(Not his *real* name, of course.)

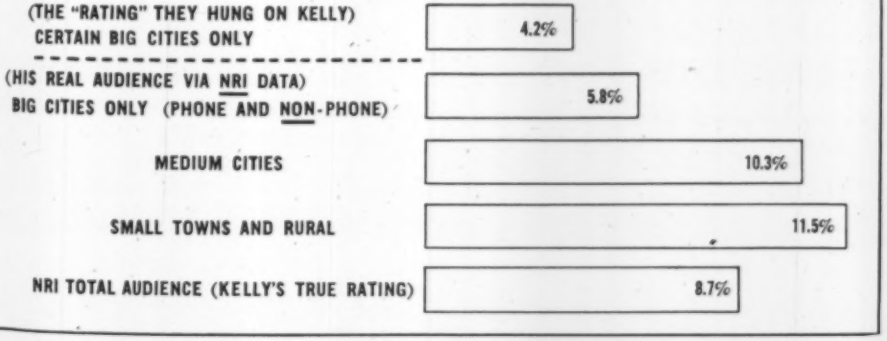
Kelly—and his "uncounted" audience—(and, incidentally, radio as an advertising medium)—began to emerge. It was found that the "rating" they had hung on Kelly was based on certain selected big cities *only* —included *only* homes with telephones. And that certainly wasn't all of Kelly's audience, nor all his sponsor's market.

For the whole truth about Kelly's audience—*all* of it, look at the chart. Based entirely upon NRI data, derived from an accurate sample of *all* radio homes, it shows Kelly was doing a fine job with that part of his audience previously uncounted—his audience *in small towns and on farms*—and among *non-telephone homes* which have lower income. Adding these makes a real difference. Kelly's *completely* counted audience is just 102% greater than that first disappointing "rating". Client—agency—network—and Kelly, discovered that after all he *was* worth the client's $678,000—because he *was* reaching a highly satisfactory part of his client's total market.

Here is another case where NRI's accurate and adequate measurement of radio reveals its true effectiveness—in the interest of advertiser, agency, and network—(and, incidentally, a lot of guys named Kelly).

Wouldn't it be a sound idea if you asked us to come and tell you more about Nielsen Radio Index service?

THE TRUTH ABOUT KELLY'S AUDIENCE



Nielsen Radio Index—*A Complete and Accurate Research Service which provides, on a continuous basis, the vital facts needed in solving the problems and capitalizing the opportunities of programming, time buying, and time selling of Radio.*

NRI

A. C. NIELSEN COMPANY • 2101 HOWARD ST., CHICAGO • 500 FIFTH AVE., NEW YORK

WORLD'S LARGEST MARKETING RESEARCH ORGANIZATION

6-Year-Old WOV Strike Case Settled; Employes Win Reinstatement, Back Pay

AFTER SIX YEARS of negotiation and litigation, employes involved in a 1940 strike against WOV New York have been granted reinstatement as well as wage reimbursements amounting to approximately $75,000, it was learned last week.

Background of the litigation extends to November 1940, when the WOV staff, represented by the American Communications Assn. (CIO), went on strike because, they claimed, officials of WOV refused to bargain with the union.

The case was brought before the National Labor Relations Board, which on March 29, 1943, decided that the 27 employes, because of the "company's discriminatory refusal to reinstate them on Dec. 5, 1940" (on which date the employes had offered to go back to work unconditionally but were refused by the company) were to be reinstated, as well as granted back-pay and the right to bargain collectively.

The company—Greater New York Broadcasting Corp., which then owned WOV—assertedly refused to comply with the order. On Feb. 26, 1945 the case was brought before the U. S. Circuit Court of Appeals, Second Circuit, which issued a decree enforcing the NLRB order. But the company still declined to comply and the case was tried before the U. S. Supreme Court on May 21, 1945. The Supreme Court also upheld the NLRB decision.

Stations Exchanged

In the interval, the Greater New York Broadcasting Corp., which owned WOV, had switched stations with the Wodaam Corp., which owned WNEW. Since Greater New York Broadcasting had acquired WNEW and the Wodaam Corp. had acquired WOV, the negotiations ran into the controversy as to which station would actually take the men back to work. Arde Bulova is majority stockholder in both corporations. After much negotiation and a formal hearing before the NLRB, the union and the companies got together and worked out an agreement.

That agreement was presented to the NLRB and to the Circuit Court of Appeals for approval.

The agreement which was approved consisted of the following: The Wodaam Corp. (WOV) would bargain with the American Communications Assn. and all employes involved would be offered reinstatement at WOV. The Wodaam Corp. would pay the back-pay sum but would be reimbursed by the Greater New York Broadcasting Corp.

The amount of back pay was compiled on the basis of what the individual would have earned at the station for the six-year term with deductions for the wages earned during that period at other jobs. Of the 27 employes, it was estimated that only four to six would return to WOV staff.

MARKET DATA PLAN
Lee Stations Make Practical Use of BMB Surveys

A PLAN for the practical application of BMB statistical data worked out by Walter Rothschild, national sales manager for the Lee stations, KGLO Mason City and WTAD Quincy, has beeen used effectively since Jan. 1, George Arnold Jr., assistant to the general manager, reports.

Mr. Rothschild has reduced the market data provided by BMB for KGLO and WTAD, first to the level of radio ownership in each county, then to the level of the BMB audience percentages which the two stations enjoy in each county. This, deleted from the market data, totals those percentages created by families not owning radio and those who do not listen to either station.

Wherever the plan has been presented, the response from leading time buyers and agency men has been outstanding, Mr. Arnold states.

Paul Jones Named

PAUL L. JONES, formerly of KGB San Diego, has been made general manager of KSDB, new 5000 w station on 1510 kc, now under construction in that city. Studios and executive offices will be at 1029 Second St., according to C. Arnholt Smith, president of San Diego Broadcasting Co., licensee. Station is expected to be on the air by July 1. Vern Milton, formerly chief engineer of KFMB San Diego, is associated with KSDB in similar capacity.

Raytheon Installations

RAYTHEON Mfg. Co. has issued a list of 40 250-w stations and 22 1-kw stations which are operating Raytheon transmitters plus enough additional equipment—studio console, remote amplifiers, volume limiter, etc.—to be considered complete Raytheon installations. List of 250-w stations include: WBEJ KPRO WNCA WENC WHSC WFOM WGRV KANA KCVR KFAB KTMS WWNS WFAU WHAL WKRM KBUN WLBH KYOR KBLF WCTT WNEB KWLM KORC KAVR KOAT WCHV WBON WGLN KHUZ WBOB WFRP WSKY WTNT KPHO WHUB WSVA WBPZ KNET WESB WLBB. List of 1-kw stations comprises: WTOD WKNB WEDO WEGO KSJB WGWR WANN WKAN WNVA WCYB KCBD KCBC WCPS WNAE WDSU KSOK WBIX WLAQ WROM KECK KGBC WRFS WMCK.

FACTS...
Worth Remembering

In 1946, North Dakota:

- Had a total farm cash income of $587,694,577—fourth straight year over half a billion dollars.
- Ranked fourth in the nation in total harvested acres,
- Led all states in production of barley, second in wheat and flax, third in rye.
- Produced more than 90% of the nation's durum, 50% of the hard red spring wheat.
- Averaged a gross income of $8,453 per farm.

North Dakota is only a part of KFYR's six state primary—but the story is the same in all this rich territory.

Folks in KFYR-land just *naturally* turn to KFYR to learn how best to spend their wealth. They've been doing it for twenty-one years—because KFYR's strong signal is easily heard—because KFYR gives them the best of the top NBC shows, liberally spiced with KFYR's own local shows, tailored to the *particular* tastes of its territory.

If your advertising plans include this great Northwest, KFYR is a *MUST* on your station list.

KFYR Bismarck, N. D.
5000 Watts Day and Night
NBC Affiliate 550 Kilocycles
National Representative: JOHN BLAIR & CO.

Baker's 13 Dozen

WGN has a real "plus" program in the *June Baker Show*. We consider it a genuine "Baker's Dozen" because it offers *more homes per dollar* than any competing show in Chicago.*

The delightfully charming June Baker has successfully sold fine products to women on a participating basis for *13 consecutive years* over WGN. This is the best participating buy in Chicago. May we show you the figures?

*Authority: Nielsen Radio Index.

A Clear Channel Station... Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

ABC'S COOPERATIVE PROGRAM SALES RISE

ABC cooperative program sales during January showed a 46% increase over November 1946, bookings, Harold Day, sales manager of ABC's Cooperative Program Department announced last week.

Last month the network's Cooperative Program Department reported 66 new sales as compared with 45 new sales in November 1946, Mr. Day reported. November was used for purposes of comparison rather than December because the announcement of sales awards programs had already stimulated December sales.

In addition to January's 66 new sales of programs which were also available for sale in November, the department announced 46 sponsors signed for *America's Town Meeting of the Air*, bringing month's total to 112 new sponsors.

Benton Asks for Expanded Activity In International Broadcasting Field

MORE ACTIVE participation by the State Dept. in international broadcasting is necessary, according to Assistant Secretary of State William Benton.

In an address to the Inland Daily Press Assn. in Chicago last Tuesday the Assistant Secretary declared that "shortwave radio and international broadcasting over longwave has never been exploited by private interests for the reason that it does not pay."

Freedom Conference

Thus, concluded Mr. Benton, the State Dept. must take increasing initiative in this and other information fields to "increase the flow of information and knowledge between peoples."

Mr. Benton invited the information "industry" to join in establishing an agenda for presentation to an international conference on Freedom of Information to be held under United Nations auspices sometime during 1947. He revealed that the State Dept. plans to appoint its delegation to this conference some months in advance so that "an agreed American program and approach" may be worked out.

Both Congress and the people, said the Assistant Secretary, will have to take part in providing money and legislation to extend "Freedom of Information" programs.

Increasing emphasis on a State Dept. international broadcasting program is expected and the new Secretary of State, George C. Marshall, has already indicated an interest in the Benton plan for an international broadcasting foundation [BROADCASTING, June 24, 1946].

Suggestions for implementation of such a plan will probably go to Congress as soon as Secretary Marshall has an opportunity to study the proposal, understood now to be near completion on Mr. Benton's desk. The Secretary has already urged Congress, through Senate President pro tem, Arthur Vandenberg (R-Mich.), to give high priority to the creation of international broadcasting facilities [BROADCASTING, Feb. 10].

GERMAN SETS TO AID RUSSIANS' LISTENING

RUSSIAN reception of the State Dept.'s Russian language program [BROADCASTING, Feb. 10] will be strongly implemented by some one million German sets "imported" by the Red Army, according to Department officials.

Although the Russians have an estimated million and a half sets of their own manufacture, it is not known how many of these are equipped for shortwave reception. Many of those Russian radio fans equipped with German radios will, however, be able to tune in on the U. S. program starting Feb. 17.

That the USSR is aware of the impact of western ideas upon their people was indicated last week in a Tass (official USRR news agency) dispatch aired over the Moscow radio. The Tass article amounted to a criticism, for the benefit of the Russian provincial press, of current Soviet broadcasting techniques with suggestions that greater emphasis be placed on content of information programs.

U. S.-Germany Service

OVERSEAS TELEPHONE service between the United States and Germany was resumed last week on a two-way basis by the American Telephone & Telegraph Co. and the U. S. Army. General service to German homes and offices is not yet available, but special calling centers have been set up in nine German cities for placing and receiving overseas calls. These cities, all in the American zone, are Frankfurt, Berlin, Kassel, Munich, Nurnburg, Heidelberg, Stuttgart, Bremen and Wiesbaden.

Britain's TV Plans

THE BRITISH Government, as part of its plan to develop television as a nation-wide service in England, is seeking a suitable site at Birmingham preparatory to running a two-way link between London and Birmingham (either by cable or radio), W. A. Burke, assistant postmaster general of Britain, told the House of Commons on Jan. 22. Mr. Burke said the Government wished to regard television as part of an integrated broadcasting service intended to reach a large proportion of Britain's industrial population.

LUTHER CHEEK

Luther Cheek Never Heard Of A "Time Buyer"

But he knows how to buy radio time to get the best results in North Carolina

Luther Cheek is supervisor of the Durham Tobacco Market which will sell $23,000,000 of tobacco this season. To hold his job he must know how to persuade the farmers to bring their crop to Durham. He makes every effort to select that advertising medium which is most effective in North Carolina.

And here is his choice:

"The Durham Tobacco Market has been a regular advertiser on WPTF for the past nine years."

CLIENTS IN 47 DIFFERENT TOWNS AND CITIES in WPTF's listening area advertise over WPTF regularly. The action of these local and regional on-the-spot advertisers is an intimate proof that WPTF is the number one salesman in North Carolina, the South's number one state!

WPTF 680 KC **50,000** WATTS **NBC** AFFILIATE

Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

A QUARTER OF A CENTURY IS ONLY THE BEGINNING

MARVEL of the Twentieth Century . . . means for mass communication . . . disseminator of education and entertainment . . . Radio Broadcasting is a tribute to man's inventive genius. In little more than 25 years it has grown from novelty to necessity in our daily lives.

Proud to have played a part in the phenomenal growth of the radio art, pioneer Station WGY, on the occasion of its Silver Anniversary (February 20, 1947) looks back through the years with a deep sense of gratitude to those who have made its operation possible.

Firm in the belief that there is an even greater tomorrow for broadcasting with the addition of Frequency Modulation and Television, General Electric Stations face the future with plans for further expansion and better service.

WGY

50,000 Watts

NBC Affiliate

GENERAL ELECTRIC

Schenectady, New York

Represented Nationally By NBC Spot Sales

FIVE N. Y. OUTLETS AIR SUBWAY HEARING

FIVE New York City stations carried portions of the public hearings on proposals for an increased subway fare held in City Hall on Monday, Tuesday and Wednesday last week.

WNYC, city-owned station, carried the entire proceedings and placed 18 microphones throughout City Hall to air the event. Amplifiers were placed outside the auditorium to enable the crowd to hear the arguments. WLIB wire-recorded much of the proceedings. Highlights were broadcast each of the three days from 2:30-2:45 p. m. WOR also recorded the arguments and presented a 30-minute broadcast Monday night from 9:30-10 p. m.

Gordon Fraser covered the transit hearings for WJZ and aired excerpts on Monday and Tuesday nights. Mayor O'Dwyer was heard Wednesday night from 8:15-8:30 when he announced the decision reached by the Board of Estimate. WMCA also carried his speech over WNYC facilities on Wednesday.

COMMEMORATING International Harvester Co.'s 40 years as makers of heavy vehicles, WGL Fort Wayne, Ind., Jan. 17 from 4:15-4:30 p. m. broadcast ceremonies in connection with the world premier showing of the company's new 1947 truck line. Among those attending a cocktail party given following the broadcast were (l to r): Walter C. Krause, vice president of McCann-Erickson; J. L. McCaffrey, president of International Harvester; Capt. Pierre Boucheron, manager of WGL; Hugo A. Weissbrodt, of International Harvester's Fort Wayne branch.

ABC VIDEO PRODUCER ADDRESSES TV GROUP

OF THE SEVERAL television stations at which ABC has put on video programs, WPTZ Philadelphia was the best for a visiting producer to work with, because he was allowed to control the production himself and not forced to work through a station producer, Harvey Marlowe, ABC executive television producer, reported last week in a talk to the American Television Society.

Mr. Marlowe said the other stations—WABD New York, WRGB Schenectady and WBKB Chicago—probably had good reasons for refusing to allow outside producers to give orders directly to the floor crew. He stated, however, that the delay involved in transmitting orders through a station program producer or technical director often held up a camera switch until too late to secure the desired effect.

Richard Goggin, ABC video writer-director, discussed the relationship between the writer and the producer of television programs and urged writers interested in television to study video production techniques and to familiarize themselves with the script forms of the various television broadcasters before they start to write.

Meeting was held in the Benjamin Franklin hall of the New York Advertising Club, which has been offered to ATS as a permanent meeting place by Gene Thomas, WOR sales manager and president of the club.

NLRB Report Holds KTUL Guilty of Unfair Practices

TULSA Broadcasting Co., licensee of KTUL, has been charged with unfair labor practices in an intermediate report issued last week by a trial examiner of the National Labor Relations Board. KTUL management was found guilty of refusing to bargain with the International Brotherhood of Electrical Workers (AFL) [BROADCASTING, Sept. 23, 1946] and has been ordered to cease and desist from such practices.

Charge of Local 1287, IBEW, was that the station dismissed Announcers Gregory Chancellor and Bill Taylor last spring for union interest or activity.

According to John Esau, general manager of KTUL, Messrs. Chancellor and Taylor were discharged to make their jobs available to returning veterans.

CCNY Volume

CITY COLLEGE of New York has published the proceedings of the Second Annual Conference on Radio and Business, held April 30 and May 1, 1946, under the auspices of the CCNY School of Business and Civic Administration. Volume comprises 203 pages, covering by stenotype report the papers and discussions of the two-day meeting.

BLACKSTONE

Another CHARLES MICHELSON STAR SHOW

THE MAGIC DETECTIVE

foremost living magician of our time in a new transcribed series with sure "box-office" appeal.

78 QUARTER-HOUR SHOWS

MAGIC • MYSTERY • HUMAN INTEREST

Offers unusual opportunities to sponsors and stations through a complete merchandising tie-in service, feature stories in Blackstone, Master Magician Magazine, and his personal theatre appearances throughout the nation. Nothing like it ever produced.

Already contracted for by Pennzoil Corporation for 21 markets.

OTHER PROGRAMS: A DATE WITH MUSIC • ADVENTURES OF DICK COLE THE SHADOW • THE AVENGER • SMILIN' ED McCONNELL

Pioneer Program Producers Since 1934

WIRE • PHONE • WRITE

CHARLES MICHELSON INC.

67 WEST 44th STREET, NEW YORK 18 • PHONE: MURRAY HILL 2-3376-5168

COLUMBIA ★ BROADCASTING ★ SYSTEM

KEYS

AFFILIATED WITH TAYLOR HOWE SNOWDEN Radio Sales

CORPUS CHRISTI TEXAS

Get your foot in the door to THE PORT OF PLAY AND PROFIT

KEYS is your "toe-hold" to this YEAR-ROUND $460,000,000 market!

Corpus Christi—strategically located along the western and southern shores of crescent-shaped Corpus Christi Bay—is a modern city of over 110,000 people . . . a mecca for tourists with its ideal climate . . . a natural for industry with its ideal location.

KEYS has LOYAL LOCAL AUDIENCE . . . plus a full CBS schedule.

250 WATTS 1490 K.C.

KEYS

YOUR DIRECT COURSE TO A FABULOUS TEXAS MARKET

Lingo

DELIVERS
More Results
AT LESS COST!

top flight engineers specify **LINGO** vertical tubular steel

RADIATORS *because:*

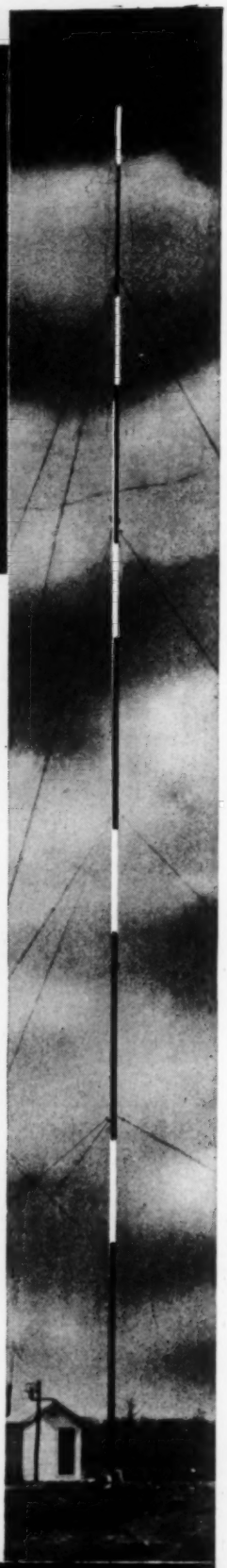
LINGO provides a tried and proved Antenna system to meet your specific need at a minimum of cost and maintenance —backed by a 50 year record of unexcelled experience and stability.

RESULTS COUNT!

Scores of stations GET Results with LINGO—and the "6 LINGO EXTRAS" at no extra cost:

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

Write today! Our engineers will translate your requirements into planned action.



JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

Value of Research Stressed by Sarnoff

"RESEARCH must be stimulated and advanced through the scientific training of American youth in Government, industrial and university laboratories," declared Brig. Gen. David Sarnoff, president of RCA, in a Cincinnati address last week.

Speaking before the Cincinnati Technical and Scientific Societies on the 100th anniversary of the birth of Thomas Edison, General Sarnoff advocated a strong America. He said that "America must foster research, advance its industry and continually bolster its national defense with modern science.

"We must maintain our strength and thus help to preserve our national security. Law and order based on strong foundations can best protect the peace. Our country staunchly believes in the United Nations . . . but the United States must remain a mighty power so that its world-wide policies and its international relations are not based upon fear. Fear itself can destroy our freedom."

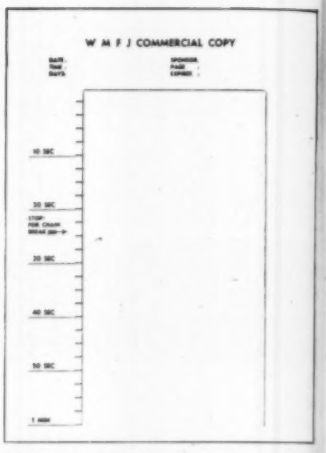
Speaking of Edison's contributions to radio, General Sarnoff said: "The modern structure of radio is built upon the foundations which Edison helped to erect. . . . Edison's storage battery, his dynamos, motors, microphones and the phonograph all became vital parts of radio. . . . So staggering is the list of Edison's inventions and so practical is their usefulness, that he is recorded in history not only as the 'lamplighter' but as 'the supreme inventive genius of the industrial age'."

The RCA president said it has become "more and more apparent that the world needs a peace in which science will play the constructive role. Science in wartime proved that it possesses immense and dynamic power for good or for evil; it can destroy or advance civilization."

Two TV Stations Monthly In 1947, 1948 Predicted

PREDICTION that new television stations will spring up at the rate of two a month during 1947 and 1948 was made last week by J. David Cathcart, advertising manager of RCA's home instrument department, at a luncheon meeting of the Philadelphia Kiwanis Club.

"Most of the stations will be introducing television to their communities for the first time," he said. "Currently, St. Louis and Detroit are inaugurating television. Some 40 construction permits have been granted by the FCC for television stations in addition to nearly a dozen now on the air. Television receiver production lines are rolling rapidly and steadily in an effort to fill the growing demand stimulated by the expanding industry. By 1948, a half million of these receivers may well be in the hands of the public."



THIS COPY format devised a year ago by WMFJ Daytona Beach, Fla., has proved itself as a great aid in timing announcements. Copy is typed in center section with guide on left side automatically timing material for the average announcer.

WINCHELL TO RECEIVE BROTHERHOOD AWARD

WALTER WINCHELL, ABC commentator, has been selected to receive the annual Brotherhood Week Radio Award of distinguished merit for outstanding contributions to national unity and harmony, it was announced last week by Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews.

The producers and the W. K. Kellogg Co., sponsors of *Superman*, on MBS, received the citation for the outstanding network series. Winner of the award for the outstanding single network program was CBS for "The Biggest Crime" program in the *Assignment Home* series.

Three stations were cited for outstanding contributions: WNEW New York, for a series of spot announcements entitled "Keep Faith with America", WSB Atlanta, for *The Harbor We Seek*, and KMOX St. Louis and the Union Electric Co., for *The Land We Live In*.

Edward Noble, ABC board chairman, was named radio chairman of the 1947 Radio Observance of Brotherhood Week (Feb. 16-23), assisted by Edgar Kobak, MBS president; Frank Stanton, CBS president, and Niles Trammell, NBC president.

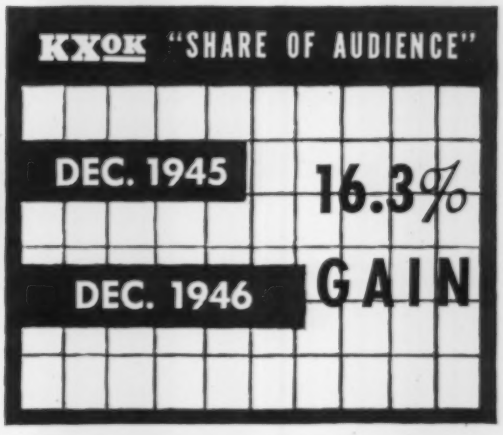
New RCA Sets

HIGH-QUALITY coin - operated RCA radio for use in hotel rooms and similar locations was shown and demonstrated publicly last week by the company's sound equipment section at the Coin Machine Show at the Sherman Hotel, Chicago. This marks entrance of RCA into coin-operated instrument field. Deliveries are expected about March 1. RCA Victor Division has introduced new gold electro-plated and catalin pocket-size personal radio for the gift trade.

Programming Like This...

RUSH HUGHES
•
WEATHERCASTS
•
COMPLETE NEWS COVERAGE
•
SAFETY-COURTESY
DRIVER CAMPAIGN

Pays Off Like This!...



The current Hooper Station Listening Index for the St. Louis City Zone shows that, in December, 1946, KXOK had a "share of audience" gain of 16.3% in total rated time periods, as compared to December, 1945. That means that KXOK not only held its regular listeners but added *16 listeners to every one hundred* of KXOK's vast radio audience.

More programs and *better* programs — that's the reason for the uptrend! That, *plus* ABC's top network shows, *plus* a complete, well-rounded promotion program, makes *people want to listen to KXOK.*

KXOK

ST. LOUIS (1) MISSOURI

BASIC A. B. C. STATION

630 KC. • 5000 WATTS • FULL TIME

OWNED AND OPERATED BY ST. LOUIS STAR-TIMES

For complete details, contact your John Blair representative

Three Transmitters Rebuilt In Munich

Will Be Used for Broadcasts To European Countries

REHABILITATION of three Munich, Germany, transmitters for State Dept. broadcasts to European countries, including Russia, represented a "striking engineering achievement," said Department officials last week.

Responsible for the feat was International Broadcasting Division chief engineer, George Herrick, formerly chief engineer for Hearst-Radio in New York.

When Mr. Herrick arrived in Munich last October 21, he found two transmitters completely disassembled on the floor of the radio station. Two other transmitters were in part-time operation by the American occupation forces. In addition, he was confronted by a power shortage which has plagued the entire occupation area.

Technical problems were overcome by engineering ingenuity such as borrowing Army invasion tactics to ship fully loaded trucks from a United Kingdom port for unloading on the continent.

Added to these problems was the language barrier which made it difficult to transmit precise engineering terms to German workers. "I wrote my instructions in English, had them translated into German for the workers and then translated back into English to assure myself that the interpretation was exact," related Mr. Herrick.

The transmitters have been in operation since Dec. 15 broadcasting a nine-language pattern [BROADCASTING, Feb. 10] which will be expanded on Feb. 17 to include Russian.

AMA Film

FILM made by the television department of ABC in cooperation with the Automobile Manufacturers Assn. Feb. 10 was televised on WRGB Schenectady, with a studio audience including many Ford dealers in that vicinity. The half-hour film, "New Automobiles," which explains the reasons for the delay in the output of new cars, will be shown in 18 New Jersey motion picture theatres, starting Feb. 20, under an arrangement made by the Automobile Club of Southern New Jersey.

Amateur Promotion

CAMPAIGN to promote amateur radio, banned during the war years, will be undertaken by the Amateur Radio Committee of the Radio Manufacturers Assn. The committee has been reorganized with Lloyd A. Hammarlund, president of Hammarlund Mfg. Co., becoming chairman following resignation of W. J. Halligan, Hallicrafters Co. R. C. Sprague, Sprague Electric Co., becomes vice chairman.

OLD FRIENDS (l to r), Alec Templeton, John I. Prosser, general manager of WKAT Miami Beach, and Richard Bonelli, meet at Cabana Club of Roney Plaza Hotel, Miami Beach. It was through the program, *Universal Rhythm*, produced by Mr. Prosser for the Ford Motor Co. in 1938, that the famed pianist and Mr. Bonelli became fast friends.

Musicians' Union Will Sponsor Free Public Musical Programs

WITH NEARLY $2,000,000 already collected from royalties on records and certain classifications of transcriptions and more coming in at the rate of $2,500,000 a year, the musicians' union will undertake sponsorship of a giant public musical program.

James C. Petrillo, president of the AFM, announced at a New York press conference Feb. 8 that money accruing to the union as a result of its agreement with record companies more than three years ago would be spent exclusively by locals of the AFM to provide free musical entertainment.

Subject only to approval by the union's international executive board, the locals will use the money to provide "musical culture" in their communities, Mr. Petrillo said. The locals will assign musicians to perform for charitable enterprises, at hospitals, public concerts and events which do not compete with commercial musical activities.

Musicians playing such performances will be paid out of the fund at prevailing scales; their pay will not be taxed by the union.

Vigorous Program

The vigorous program will "take care of the unemployed *and* the public," said Mr. Petrillo. He pointed out that the AFM had originally insisted upon the royalty payments as a means of overcoming what he described as an inequality existing between members of big city locals and those in small towns.

Musicians living in cities where recordings are made inadvertently deprive local musicians of local business, he explained, because the records they make eliminate local jobs.

Mr. Petrillo pointed out that the AFM's agreement with recording companies specified that royalties, which run from ¼ cent to 5 cents per record, would be used for the kind of musical endeavor which his plan contemplated.

"It won't cost the public a cent," he said. "All this money has come from the profits of those companies."

As of Dec. 31, 1946, the total record and transcription fund was $1,756,435.21, but the musicians' chieftain said that it was growing faster and faster. He said between $2,000,000 and $2,500,000 would be collected this year.

Fund Allocation

The fund will be allocated to locals on a pro rata system, except that locals in major cities, where musicians personally realize the benefits of recording dates, will be given proportionately less than those in communities where musicians depend on local performances to earn their livings.

The plan provides that each local shall receive $10.43 per member, except those in New York, Chicago and Los Angeles, each of which will receive $10.43 for each member up to 5,000 and $2 for each more than that.

Mr. Petrillo promised a full public accounting of the expenditures under the plan after it has been operating "long enough to see how it works."

GI Sings, Gets Offers

GEORGE W. PETERSON, a veteran of the Tank Destroyer Corps, and a patient at Sawtelle, Calif. Veterans Hospital appeared on his first "outing" from the hospital on the *What's the Name of That Song?* program sponsored by Wildroot Co., New York, on the Don Lee Network. As part of his musical quiz he was asked to sing the first couple of lines of "Oh, What a Beautiful Morning." His rendition was so well received by the studio audience that he had to repeat the whole song. And as a result of the broadcast he received the following potential job offers: Bing Crosby called him for an audition, Victor Young of RKO offered him a screen test, and Dinah Shore wanted to arrange for him to make a record. BBDO, New York, is the agency handling *What's the Name of That Song?*

Small Outlet Owner Comments on Costs

Transcription Firms' Charges Are Too High, He Says

EDITOR, BROADCASTING:

In the interests of good programming, WCHV (Charlottesville, Va.) would like to broadcast a number of the very good transcribed musical shows now being syndicated. The stumbling block has always beeen costs.

For example, the cost of a certain transcribed 30-minute musical show featuring a popular sweet orchestra amounts to $30.00 in our town of 19,000. The cost of this same program in Richmond (population 193,000) is $72.00. Charlottesville has 10% as much population as Richmond, yet has to pay 42% as much for a program. Does this make sense?

The department store sponsoring this show in Richmond recently advertised some preferred stock for sale. This disclosed that their sales volume for 1946 was 16½ million. The largest store in our city does considerably less than one million. Can our prospect pay $30 a week for talent on a 30-minute program as against the big city store's $72.00?

It would be interesting to find out how many other 250-watters in small towns are faced with a similar situation; namely, a desire to provide the same entertainment as the 5 kws do in the big cities, but because of the disparity in costs can't do so.

The point is, that these transcription companies have priced their product beyond the reach of the hundreds of small stations. If they are now making money, or simply breaking even, on the business they are doing with the larger stations, it would seem good business to add a hundred or so peanut-whistles at a nominal cost to each, and pick up just so much gravy.

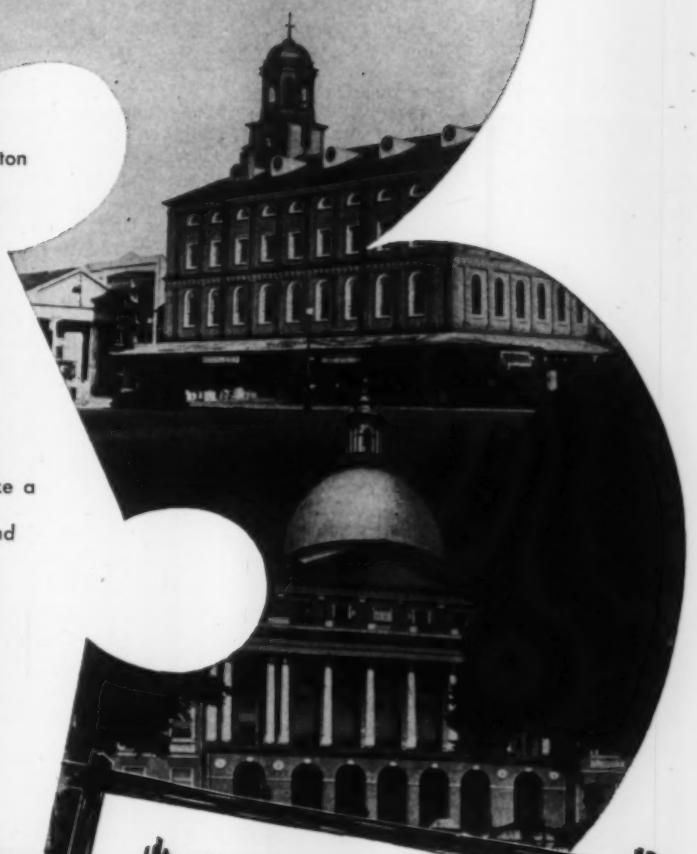
I wonder if any other small station owners, managers or commercial managers feel as we do?

CHARLES BARHAM, JR.
Feb. 6, 1947.

Chinese Commercial

WSAZ Huntington, W. Va., believes it is the first American radio station to deliver a commercial in Chinese. As a guest on the Heiner's Bakery *Women's 930 Club* over WSAZ Feb. 10, Miss Lucy Huang of Shanghai related her experiences on her long trip from China to Huntington to enroll at Marshall College. The director of the *930 Club*, Charlotte Garner, asked Miss Huang if she would favor listeners with a few words in her native tongue. Miss Huang picked up the Heiner's commercial and delivered it in her best Shanghai dialect.

America's "Big-Three" Wholesale Markets: New York, Chicago . . . and BOSTON



According to latest available figures, Boston is Number 3 in wholesale volume.. with a $1,634,784,000 total for 12 months. That's a lot of dollars, a lot of merchandise. And of all this merchandise, earmarked for New England consumers, 75 per cent comes from outside sources. Together, Boston and New England make a splendid market for alert advertisers. And 82 per cent of this entire territory can be reached through *one* great medium.. *50,000 watt WBZ.* Availabilities? Check today with NBC Spot Sales!

BOSTON'S ONE BIG STATION

WBZ

WBZA • SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

CHARLOTTE'S WBT - FM TO START FEBRUARY 23

WBT-FM CHARLOTTE will go on the air Feb. 23 with an interim unit of 1 kw power, Charles H. Crutchfield, general manager of WBT and WBT-FM and vice president of Jefferson Standard Broadcasting Co., announces. The interim transmitter and antenna have been installed on a 157-acre site atop Spencer Mountain 16 miles northwest of Charlotte. The site was purchased recently by WBT for its permanent FM operation.

Mr. Crutchfield

WBT-FM will attain full 162 kw radiated power in November if delivery is obtained on a 50 kw REL transmitter, Mr. Crutchfield states. The overall antenna system will be 500 feet above the top of the mountain or 1091 feet above the surrounding terrain.

Leading radio distributors of North and South Carolina were entertained at a luncheon by Mr. Crutchfield on Feb. 8 to acquaint them with FM promotion and broadcast plans. The group formed an association which will work with WBT and other FM broadcasters in promoting FM generally. James P. McMillan, president of Southern Radio Corp., RCA-Victor distributors, who served as temporary chairman, named representatives of various companies to a committee that will nominate officers and lay the groundwork for completion of the organization.

Mr. Crutchfield told the distributors that WBT's FM programs would originate from the station's remodeled studio auditorium (seating capacity 200), where audiences would hear FM programs over new FM receiving sets while witnessing the broadcasts. Distributors wishing to display FM receivers in the studio auditorium will pay the station a stated sum weekly. The plan was endorsed by the distributors, and the guaranteed revenue will be sufficient, according to Mr. Crutchfield, to provide for the interim operation of the FM station without cost to WBT.

WBT-FM is operating on a frequency of 102.5 mc. Broadcasts will be heard six hours daily on week days during the interim operation —10 a. m.-1 p. m. and 2-5 p. m.— and 10 a. m.-5 p. m. on Sundays.

Public Relations' Role

THE ROLE PLAYED by public relations in educating the public concerning broadcasting as a business and a means of entertainment will be answered by the nation's broadcasters when replies to a questionnaire which has been mailed by Joseph W. Hicks Organization, Chicago, are returned.

LEWIS PUNCHED

Friend of Elliott Roosevelt Strikes MBS Commentator

FULTON LEWIS Jr., Mutual commentator, was reportedly punched in the jaw Feb. 7 by a friend of Elliott Roosevelt after a misunderstanding between the commentator and Mr. Roosevelt in the MBS studios, New York.

The incident took place after both men had appeared on Mutual's *Meet the Press* program. The men were discussing Mr. Lewis's remarks in a 1945 broadcast concerning Mr. Roosevelt's business dealings in the Texas State Network, with which the latter was once connected. Faye Emerson Roosevelt stepped in on her husband's side, while Mr. Lewis was said to have told her: "you weren't even there."

Then Dick Harrity, a representative of Duell, Sloane and Pierce, publishers of Mr. Roosevelt's new book, *As He Saw It*, stepped up and struck Mr. Lewis on his jaw, it is reported.

Mr. Lewis was not floored and did not return the blow, it was stated. Immediately an exchange of apologies took place between Messrs. Lewis, Roosevelt and Harrity, and the incident was closed. A spectator, however, said that the men did not appear to be "too friendly" as they said good night.

Writers Clinic Set

IN AN ATTEMPT to improve the quality of radio writing appearing on Chicago network and local programs, the Chicago Radio Writers Guild is conducting a writers institute open to all Chicago Guild members effective Feb. 15. Courses in radio writing are divided into three types; mystery, daytime serial and juvenile program, with well known Chicago writers conducting classes. Other courses include production and agency problems. Instructors include Sherman Marks, production; George Anderson, mystery writing; Orrin Tovrov, Guild president, daytime serials; Myron Golden, network scripts; Lou Schofield, juvenile programs; Beulah Karney, women's program; Ken Houston, agency material.

Video Conference

TELEVISION will be featured at a one-day technical conference to be held under sponsorship of the Cincinnati section of the Institute of Radio Engineers on May 3. Talks by Paul Holst of the Crosley Corp. and A. Alford, consulting engineer, on television subjects already have been scheduled. Conference is open to anyone interested in television, and space will be provided for exhibitors, it was announced. Requests for information or reservations should be addressed to E. J. H. Bussard, Crosley Corp., 1729 Arlington, Cincinnati.

French Radio Reorganization Plan Announced in New York

REORGANIZATION of the French radio system, with the possibility of eventual commercialization of the Government-owned Radio-Diffusion Francaise, will probably be effected by Parliamentary action next month, it was announced in New York.

Announcement of the impending reorganization came from Jacques Manachem, Director of Foreign Relations for Radio Diffusion, at the first meeting of an American advisory board for the North American Service of the French Broadcasting System.

French radio, nationalized since the liberation of France, will be placed under a national Office of Radio, under the proposed plan, which has already been approved by the French Council of Ministers, M. Manachem reported.

Less Dependence

The radio system will be given semi-autonomous status and will operate with less dependence upon other Government agencies than it does at present if the reorganization passes the Parliament, he said.

At the meeting, in New York's Waldorf-Astoria, representatives of U. S. broadcasting formed an advisory council to assist the French in selecting programs for distribution to the U. S.

The committee adopted a resolution recommending that American broadcasters give "full consideration" to programs offered them by the North American Service of the French radio.

Robert Lange, director of the North American Service, told the committee that the French radio was preparing a number of series which would be offered to U. S. stations and networks either by shortwave or by transcription.

Members of the advisory committee who attended the meeting were William S. Hedges and Clarence L. Menser, NBC vice presidents; Robert D. Swezey, vice president and general manager, MBS; William H. Fineshriber Jr., assistant director of broadcasts, CBS; Murray Arnold, program director, WIP Philadelphia; Martin M. Campbell, managing director, WFAA Dallas; Larry Carl, manager, WASH - FM Washington; Joseph Csida, vice president, *The Billboard;* John E. Fetzer, managing director, WKZO Kalamazoo, Mich.; Bernard Musnik, WLW Cincinnati; Dick Redmond, program director, WHP Harrisburg, Pa.; Seymour Siegel, director of programs, WNYC New York; Owen F. Uridge, vice president and general manager, WJR Detroit, and Edwin H. James, New York editor of BROADCASTING.

John S. Hayes, manager, WQXR New York, was elected chairman of the advisory committee.

Among observers at the meeting of the committee were Kenneth Fry, chief of the International Broadcasting Division of the U. S. State Dept., and A. D. Willard Jr., vice president of the NAB.

Linda Opens Winda

BECAUSE Announcer Paul Hanover of CHML Hamilton, Ont., paraphrased "Open the Door, Richard," with "Open the Winda, Linda," Mrs. W. Smith of Hamilton is alive to thank him for it. On his weekday quiz show, *Word Caravan*, Mr. Hanover quipped the "Open the Winda, Linda" line, and Mrs. Smith's little daughter, Linda, heard him. She awakened her mother to ask, "Which window mummie?" When Mrs. Smith woke up, she discovered that escaping gas from the stove had filled the apartment. So Linda opened the "winda," and the family was saved.

Roberts Advances

ROY A. ROBERTS, since 1928 managing editor of the *Kansas City Star* and associated publications, which owns and operates WDAF, has been elected president and general manager of the company, succeeding Earl McCollum, who died Tuesday, Feb. 4 [BROADCASTING, Feb. 10]. General manager of WDAF is H. Dean Fitzer, who is a member of the *Star* Co. board. C. J. Wellington, former assistant managing editor succeeds Mr. Roberts as managing editor of the newspaper. Robert G. Shyrock, manager of the classified advertising department of the *Star*, was elected to the vacancy on the board of directors caused by Mr. McCollum's death.

To Direct Personnel

ELMER ELDRIDGE, formerly chief industrial engineer for Montgomery Ward Co., Chicago, has been appointed director of personnel for Columbia Recording Corp., New York, replacing Joseph H. Burgess Jr., who resigned to join the National Biscuit Co., New York. During the war Mr. Eldridge was in charge of all personnel for the electronics division of the Bureau of Ships. He served three and a half years as a lieutenant commander in the Navy. Prior to entering the service he was with Montgomery Ward for 10 years, during which time he supervised all wage administration, personnel effectiveness checks and labor relations.

Send for this helpful Data Book on tubes by *Western Electric*

In concise, tabular form, this new book gives the essential data on 166 codes of electron tubes designed by Bell Laboratories and made by Western Electric. Planned to help the circuit designer quickly find the tube best suited to his needs, it contains technical characteristics, ratings, dimensions and 89 basing diagrams—all arranged for quick, easy reference. Send the coupon for your copy today!

— QUALITY COUNTS —

B-2

Graybar Electric Co.,
420 Lexington Ave., New York 17, N. Y.

Please send me the General Bulletin on Western Electric electron tubes.

Name_____

Address_____

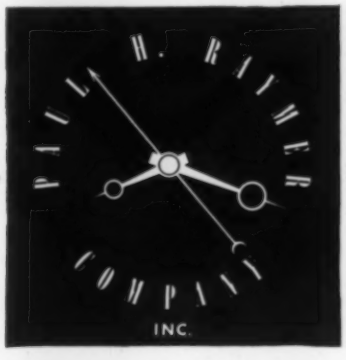
City_____ State_____

What do

do you pay for a hat?

One of these hats is made by master craftsmen from pure silver-beaver fur. It is hand shrunk, hand felted, and hand blocked. The mellow calf leather in-band, satin lining and gold tip printing point to the excellence of its quality. It will wear well through all seasons and weathers. The other hat is machine made for the market. Yet at first glance, both look very much alike. One costs less and may seem to be a bargain, but is it?

Similarly at first glance men and organizations, like hats, may look alike, but what a difference there is. We are proud of our fourteen-year record of uninterrupted success under the same ownership and management, of our persistent adherence to sound principles of operation, and of the established record of our sales personnel. Such qualities are more than plans and promises — they are the positive proof of performance.



Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK · BOSTON · DETROIT · ATLANTA · CHICAGO · LOS ANGELES · SAN FRANCISCO

Editorial

Elder Wisdom

THERE'S WISDOM aplenty in the remarks made by Robert F. Elder, vice president of Lever Brothers Co., before the Radio Executives Club, New York, Feb. 6.

Mr. Elder, 17 years ago, invented the Audimeter which is now employed by C. E. Nielsen in audience measurements. Mr. Elder has had long experience in the medium, and can be considered an authority not only in advertising and research but also in the art of broadcasting itself.

Some of his remarks warrant careful thought. Such as:

We as advertisers and you as broadcasters can only proceed on the assumption that private ownership and management of radio, and its financing by advertising revenues, will continue just as long as the American people believe that that pattern of operation serves them better than any other could—and not very much longer.

* * * *

We are false to our trust if we seek temporary individual profits at the expense of the public good-will of radio as a whole. It is not enough to accent these statements as pious platitudes. We must be conscious of all their implications, and live up to them.

* * * *

It is my own feeling that you would be in at least as much danger in taking guidance from self-appointed crusaders as you would in letting selfishness and greed run rampant. After all, there is a certain automatic check on the latter course. People won't listen to what they don't like, and under the profit system, when people don't listen the unpopular material sooner or later goes off the air.

* * * *

If radio is really to be run in the public interest, there is only one legitimate source for guidance. That is the public itself.

* * * *

Mr. Elder said that he believed the most serious charge against American radio was that broadcasters, agencies and advertisers did not themselves know where they stood with the public. He suggested that surveys such as that made in Denver (NORC study upon which the book, *The People Look at Radio* was based) "scratched the surface" but that continuing studies of that type on a nationwide basis should be undertaken.

He did not believe that coincidental surveys reflected the exact temper of all listeners since, as he said, such surveys were directed to the privileged listeners and left untouched many who have radios but no telephones.

"I hope," said Mr. Elder, "that the broadcasting industry will wake up to the need for a comprehensive, painstaking, absolutely unbiased study of public relations."

What Mr. Elder said has been said before, but never more effectively. Most significant to remember, however, is that a vice president of Lever Brothers said it. In that capacity, he might be considered Mr. Soap Opera himself. Certainly he, as he represents the advertiser, has been as much maligned by marginal critics as have any in broadcasting.

That he should speak with forceful determination on the responsibility which broadcasters bear, and which those using the medium share with broadcasters, indicates the informed advertiser's desire to make the best radio in the world even better.

And he points the way. Public interest is the *public's interest*. Find out what that is, and the marginal critics will be stilled forever.

Pro Bono Petrillo

WITH CHARACTERISTIC aplomb, James Caesar Petrillo told a breathless news conference he had called a few days ago that his American Federation of Musicians had gone all out *pro bono publico*.

The entire accumulation of "royalties" received from the record and transcription manufacturers since 1944, totaling more than $2,000,000, was going for "free entertainment," i. e., musicians' unemployment relief, and to "promote musical culture."

And the press, he lamented, had referred to this magnanimous move as a "slush fund."

Well, isn't it? And isn't the public paying for it?

Jimmy demanded, and is receiving royalties ranging from ¼ cent for a 35-cent record to 5 cents for a $5 recording. Up to Dec. 31, he said the recording and transcription fund totaled $1,756,435. An additional $500,000 came in during January, presumably for the new quarter.

We don't quite understand AFM's arithmetic. If less than $2,000,000 was received for the fiscal years 1945 and 1946, how is it that $500,000 came in for a single quarter? The fund seems kind of low, with sales breaking all records these last three years. But then there's no public accounting. And all efforts to learn from the record companies what they are paying in to AFM have been futile. The coal companies couldn't get that information when John L. Lewis was asking for the same sort of "recreation and relief" or private WPA royalties on coal mined.

Jimmy says the public isn't paying for the fund. Let the record show that the price of records has increased. Unquestionably materials cost more, but it's questionable whether that is the only item of increase.

No, this isn't a slush fund, said Jimmy in modest self-praise. We'd like to ask whether money paid for "unemployment relief" to musicians who may be otherwise gainfully employed doesn't constitute use of those funds for "political purposes." And if "slush funds" aren't used for political aggrandizement, what are "slush funds" anyhow?

AFM now is rolling in wealth. That's implicit in Jimmy's pronounciamento. The way is clear for AFM to make a really great *contribution to musical culture for public benefit. AFM can decree now that FM, destined to be in the red ink for some time, shall duplicate AM music without extra men, fees or standbys. We commend similar treatment for television. Negotiations are now in progress in key cities.*

How about it Jimmy?

Public Speaks

GEORGE GALLUP, who has won some renown as a conductor of polls, last week reported the results of a survey on the question:

What do you think is the greatest invention that has ever been made?

No. 1 on the list (29%) was "Electric Light, power, electrical appliances"; No. 2, with 17%, the atom bomb; No. 3, with 12%, radio.

Rated down the line were the wheel, automobiles, telephones, steam engines and the printing press (The latter won support of only 2% of those interviewed). And television, incidentally, rated last—probably since relatively few people have seen it.

With radio ranking third in the public mind as the greatest invention of all time, it does seem that the tremendous influence it exerts on the public welfare has not been abused—as some critics would have us believe.

Our Respects To—

DIANA BOURBON

DIANA BOURBON, radio director of Ward Wheelock Co., is now headquartered in Hollywood. Except for visits to the United States, she spent the major part of 30 years in Europe, although she was born in New York.

Actress, journalist, editor, fiction writer, radio director and producer as well as executive—that's an ample back-drop for a full career. It's simply a case of dreaming—and then doing.

This varied career started in England where Diana's dad was foreign correspondent for several American newspapers. Aiming at a theatrical career, she was graduated from the Royal Academy of Dramatic Arts.

As she recalls her stage debut, it was in an adaptation from the French "Her Dancing Man," staged by England's famous C. B. Cochran.

She went to New York in 1923 to play in John Galsworthy's "Loyalties," which enjoyed a 52 week run before shifting to Chicago. After three months in the Windy City, she left the cast and returned to New York.

While the show was playing in New York she wrote two feature articles for the New York *Times*. That was the turning point in her stage career. The *Times* liked her copy. They offered her a chance to return to Europe as head of features with the Continent as a beat.

She spent the next two years in the *Times* Paris bureau. This led to feature interviews with Madame Curie, Lloyd George, Leon Blum and Emma Goldman, following latter's visit to Soviet Russia. Numbering among other experiences of this period was an acquaintance with an Italian reporter, Benito Mussolini, then covering the League of Nations.

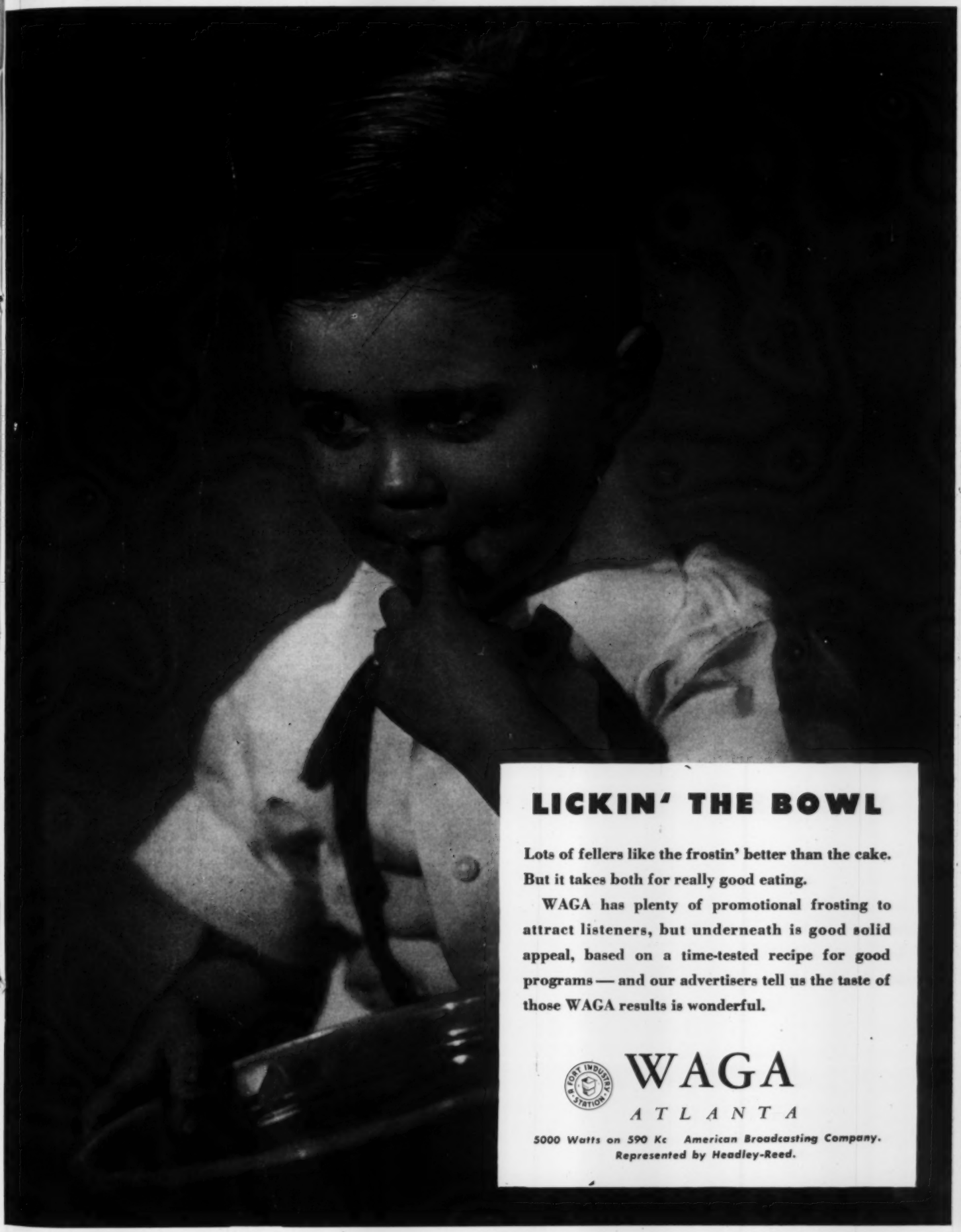
For the better part of 1927 and 1928, she shifted allegience to the *Evening Standard* and *Daily Express*, as political writer for the Beaverbrook papers.

Her services were next sought by England's Great Eight, publishers of seven weeklies and one monthly.

In this affiliation Miss Bourbon served as women's editor of the weekly *Sphere*, while writing on books for a second publication and drama for a third. Between times she also found moments for an occasional political piece. After some 18 months she became associate editor of *Britannica and Eve*.

She returned to the U. S. in March 1930. Freelance writing was her only concern for the next four years. Simultaneously she was

(*Continued on page 52*)



LICKIN' THE BOWL

Lots of fellers like the frostin' better than the cake. But it takes both for really good eating.

WAGA has plenty of promotional frosting to attract listeners, but underneath is good solid appeal, based on a time-tested recipe for good programs — and our advertisers tell us the taste of those WAGA results is wonderful.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

Respects

(*Continued from page 50*)

writing a column for New York *American*, assignments for *Cosmopolitan Magazine* and fiction for a number of other magazines.

She deserted New York for Hollywood several times during this period to try a hand at scenarios. In early summer of 1934 she visited England on vacation. While there a cable came from Mr. Wheelock of Ward Wheelock Co., New York, offering an opportunity as head of Hollywood office.

It sounded ideal. Not more than two days a week of real work would be involved, leaving plenty of time for independent writing.

August 1934 found Diana Bourbon settling into Hollywood radio, representing Ward Wheelock Co. and overseeing CBS *Hollywood Hotel* for Campbell Co.

She took over direction of *Burns & Allen Show* for Campbell's Soup in September 1936. Two years later she acquired distinction of being the first woman radio director of a major advertising agency when Mr. Wheelock appointed her to that post. Coincident with this, she shifted operations to New York.

As such, she acquired responsibility of Orson Welles' *Mercury Theatre of the Air* during the next three seasons. Simultaneously, Miss Bourbon was busy overseeing three daytime serials, *Brenda Curtiss*, *Story of Martha Webster*, and *Story of Bess Johnson*, in addition to Colgate's *Short Short Story*. Then in '42 she took over as director of *Radio Readers Digest* for Campbell Soup.

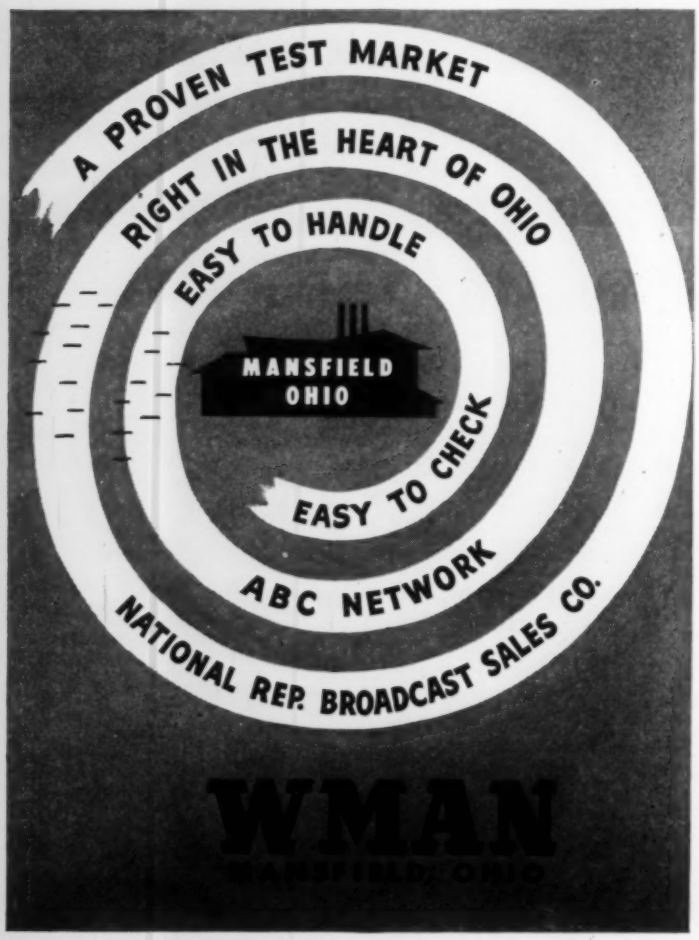
In spring of 1943 she resigned from Ward Wheelock Co. and returned to Hollywood as head of radio department for A. & S. Lyons, talent service, and packaged *Judy Canova Show*. It was sold to Colgate-Palmolive-Peet.

An opportunity to go to Europe for OWI then presented itself, so she resigned her talent agency post. She arrived in London during October of 1943. Her job was aiding in development of personnel and material for broadcasts aimed at France. That was a continuing responsibility until December '44 when she went to Paris.

Attached to the Embassy, it was her duty to travel about the country telling French people about America and Americans. Her health suffered from the trying assignment, necessitating return to the U. S. in June 1945. After a month's rest, she resumed as radio director of Ward Wheelock Co. with Hollywood headquarters.

Current radio responsibilities are two-fold. In Hollywood she is actively concerned with CBS *Jack Carson Show*, with an eye on the *Hildegarde Show* which originates from New York.

Comfortably settled in a Hollywood apartment, she divides her hobbies between theatre and books.



BOBBY JONES (center) of golfing fame, stopping off in Puerto Rico after a month's trip to South America, is interviewed over WAPA San Juan by the station's general manager, Harwood Hull (r), and Jack Lacorda of WPEN Philadelphia, who is in Puerto Rico on a Latin American assignment for the *Philadelphia Bulletin*.

Commercial

VINCENT FRANCIS, former manager of Radio Central, San Francisco, has joined sales staff of KGO San Francisco and ABC Spot Sales, replacing **GEORGE LARUE** who resigned to become San Francisco representative of Long Adv. Service. Mr. Francis also will represent WJZ New York, WMAL Washington, WXYZ Detroit, WENR Chicago and KECA Los Angeles, stations represented by ABC Spot Sales.

GEORGE FUERST, who resigned from KJBS San Francisco a few months ago to become sales manager of KTMS Santa Barbara, has returned to KJBS as account executive.

TOM DOLAN, former traffic manager of ABC New York, has been appointed manager of the Chicago office of The Walker Co.

ROCKWELL C. FORCE, formerly with sales staff of WTOD Toledo, Ohio, has been named commercial manager of WMRP Flint, Mich.

FRANK EDWARDS has been appointed manager of Montreal office of James L. Alexander Co., Toronto, station representative firm.

W. R. JOHNSTON, sales representative of CBC Toronto, has been named supervisor of commercial acceptance and production. He succeeds **EDGAR STONE**, who retired because of ill health.

JACK DONAHUE, traffic manager at KCMJ Palm Springs, Calif., has been named an account executive. **HENRY LEGLER Jr.** replaces Mr. Donahue as traffic manager. **HARRY DAVIS** also joins station as account executive.

JACK L. VAN VOLKENBURG, general manager of CBS Radio Sales, Feb. 19 will be in Hollywood for conferences with **WAYNE STEFFNER**, recently elevated to network Western Division sales manager.

GEORGE BARBER, commercial manager of WKIX Columbia, S. C., and national director of Junior Chamber of Commerce, is in Dallas, Tex. for 10 days attending national board meeting and Junior Chamber International Congress.

NANCY DUNCANSON, former receptionist at CBS Radio Sales, has been appointed record librarian for the department.

LARRY DRINARD has joined sales staff of WHHT Durham, N. C.

PAN AMERICAN BROADCASTING Co., New York, has been appointed to represent Radio Monte Carlo, Monaco, commercial European station.

CKMO Vancouver, B. C., has appointed Donald Cooke Inc., Chicago, as exclusive U. S. representative.

FRANK SHORT, member of commercial staff of WLBR Lebanon, Pa., is the father of a boy.

FRANK O'CONNELL, account executive with ABC Central Division, Chicago, for four years, has resigned to join Chicago sales office of Liberty Magazine Inc.

KOCS Ontario, Calif., has appointed Tracy Moore & Assoc., Hollywood, as Pacific Coast sales representative.

Management

ROBERT E. MOODY, veteran of 15 years in radio, has been named manager of the Norfolk, Va., branch studio of WRVA Richmond. Two technicians will assist Mr. Moody in Norfolk.

PHIL BERNHEIM, formerly an announcer at KJBS San Francisco, has joined FM station KRCC Richmond, Calif., as station manager.

STUART MACKAY, regional sales manager of CKWX Vancouver, B. C., and former program manager, has been named assistant manager of station.

E. A. ALBURTY, general manager of WHBQ Memphis, has been elected a director of Memphis International Center, which is affiliated with Council for Inter-American Cooperation.

IVAN R. HEAD, manager of KVSF Santa Fe, N. M., has been named boxing commissioner of AAU for New Mexico.

C. L. THOMAS, manager of KXOK St. Louis, has been named by St. Louis Chamber of Commerce to serve as advisor to "Visit St. Louis" campaign.

JOHN HUNT, manager of CKMO Vancouver, B. C., is on a business trip to eastern United States and Canada.

WILLIAM BACKHOUSE, supervisor of Manitoba Telephone System, owner of CKY Winnipeg, and former manager of CKY, is in eastern Canada on business trip.

HOWARD S. MEIGHAN, CBS vice president and director of station administration, is in Hollywood for conferences with **DONALD W. THORNBURGH**, Western Division vice president, and other network executives.

MICHAEL R. HANNA, general manager of WHCU Ithaca, N. Y., has been chosen to teach special course in public relations at New York State School of Industrial and Labor Relations at Cornell U.

EDWARD E. HILL, executive vice president of WTAG Worcester, Mass., is on two weeks visit to West Palm Beach, Fla. and Havana, Cuba.

ED BORROFF, vice president in charge of ABC Central Division, Chicago, and Mrs. Borroff are in Hollywood.

Lorillard Cancels

P. LORILLARD Co., New York (Old Gold cigarettes), April 6 discontinues weekly NBC *Meet Me at Parky's*, Sun. 10:30-11 p. m. Reason given for cancellation is that time is not conducive to best sales results and NBC could not make available another network spot agreeable to cigarette company. Although contract between sponsor and Harry Einstein, program star, expires March 9, it is understood that he agreed to carry on for extra four weeks to fulfill cigarette firm's NBC time commitment. Agency is Lennen & Mitchell, New York.

WBTM
DANVILLE, VIRGINIA

*The Voice of the Rich Piedmont Region **

(SOON 5000 WATTS)

PHONE SANDY GUYER
DANVILLE 2350

** BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM.*

YOU MAY BE ABLE TO SKATE 100 YARDS IN 9.4 SECONDS*—

BUT—YOU CAN'T SLIDE INTO WESTERN MICHIGAN ON AN OUTSIDE BROADCAST!

As the crow flies, Western Michigan isn't a very great distance from Chicago and Detroit.

But unlike the crow, a broadcast can't slip through the wall of *fading* that isolates Western Michigan from outside-the-wall stations.

The only way to reach this big market is to use stations behind the wall. A CBS combination—WKZO for Kalamazoo and WJEF for Grand Rapids—gives you complete coverage in Western Michigan with a larger Share of Audience, morning, afternoon and night, than any NBC, ABC or MBS outlets inside or outside this area! We would be glad to send you all the facts, or just ask Avery-Knodel, Inc.

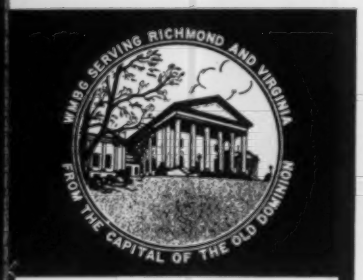
* *Charles Jewtraw did it at Lake Placid in 1923.*

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



RICHMOND HAS A METROPOLITAN POPULATION OF 270,000. AN INCREASE OF 25,000 OR 9% SINCE 1940.

In this Major Market

USE **WMBG**

NBC IN RICHMOND, VA.

5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

AGENCIES

EDWARD S. KELLOGG, former account executive of West-Marquis, Los Angeles, has established own agency under firm name of Edward S. Kellogg Co. at 601 S. Rampart Blvd., that city. Telephone: Fairfax 8811. **ESTHER M. MALAND,** assistant to Mr. Kellogg at former agency, has shifted to new firm in similar capacity. **EMMA LEE RIDLEY,** formerly of John Freiburg & Co., Los Angeles, is in charge of accounting and media for new agency.

LUIS G. DILLON, a vice president of McCann-Erickson Corp., New York, affiliate through which McCann-Erickson Inc. operates in foreign countries, has been elected an alternate director of that company and a director of McCann-Erickson Corp. of Brazil. **GEORGE GIESE,** account executive with agency's foreign department, also has been elected a vice president and alternate director of McCann-Erickson Corp.

LYMAN PETERS, for more than 13 years general manager of KIEV Glendale, Calif., has opened advertising agency under name of Lyman Peters Inc. at 3944 Wilshire Blvd., Los Angeles. Associated with him and formerly of KIEV are **ED KERZE** and **ROBERTA BLACK,** account executives; **BOBBY WOODWORTH,** time buyer.

GORDON HORNEY and **ANDY KELLY** have organized general advertising agency in Los Angeles under firm name of Ad Assoc. Offices are at 650 S. Grand Ave. Staff of new agency includes **DEAN NELSON,** radio director; **LEONARD FRIEDMAN,** media director; **ART SHIPPEE,** production director, and **VIRGINIA POPE,** in charge of publicity.

GEORGE HARSHBERGER, formerly of Glasser-Gailey & Co., Los Angeles, and prior to that cooperative advertising manager for Rexall Drug Co., that city, has shifted to Davis & Beaven Adv., Los Angeles, as director of merchandising and marketing.

JOSEPH C. LIEB, former Army major, attached to Army public relations in Washington, has joined BBDO, New York, as an account executive. Mr. Lieb was with BBDO's Chicago office before the war.

JOSEPH R. STAUFFER, director of production for N. W. Ayer & Son, New York, is in Hollywood for two weeks conferring with **GLENHALL TAYLOR,** West Coast radio director, on summer replacement shows and new business. **MARGE KERR,** chief talent buyer for agency, Feb. 20 arrives in Hollywood to look over talent for fall programs.

JOHN WILLIAM ROSS, formerly of KSAN San Francisco, has opened his own advertising and public relations office at 870 Market St., San Francisco.

IT'S THE SECOND anniversary of the WNAC Boston show, "Quizzing the Wives," and celebrants are cutting cake (l to r) Lester Smith, quizmaster; John J. Quinn, sales manager of Boston Consolidated Gas Co., sponsor; Robert Haydon Jones, director of Boston office of Alley & Richards Co., agency; and Jeanne Ambuter, account executive and radio director of agency. "Quiz"is heard Monday-Friday, 10-10:15 a.m. Sponsor provided refreshments for the studio audience following the anniversary broadcast Jan. 29.

FRANK J. JACOBSON, formerly in advertising department of Marshall Field Co., Chicago, and on staff of Los Angeles Daily News, has joined James Rouse Co., Los Angeles, as account executive.

RICHARD P. CASTERLINE, production manager of The Shaw Co., Los Angeles, has been named account executive.

OLAF H. JORTH, formerly in production department of Maxon Inc., Detroit, has been named production manager of Mac Wilkins, Cole & Weber, Portland, Ore.

KAY C. JONES, account executive of Abbott Kimball Co., Los Angeles, has resigned to join advertising department of Rosemarie Reid Co., (swim suits), that city.

MARGARET GODFREY, account executive of Short & Baum, Portland, Ore., has been named publicity chairman for Young Republican National Federation.

HENRY STANTON, vice president of J. Walter Thompson Co., Chicago, is in southern California checking agency operation and conferring with other firm executves.

HARRY ZEE, former general manager of Williams Adv., New York, has been appointed treasurer of Ray Austrian & Assoc., New York.

CHARLES E. WALSH, former science editor of The Book of Knowledge, New York, has joined copy staff of John Mather Lupton Co., New York.

SANFORD LEVIN, former advertising manager of the Markay Waist House, New York, has joined Rodgers & Brown, New York, as vice president in charge of new business department.

ROBERT REINHART Jr., former sales and advertising director of Jules Chain Stores Corp., has joined Lew Kashuk Adv., New York, as an account executive.

ROBERT SCONCE Adv., Tacoma, Wash., has moved to new offices at 919½ Market St.

JOSEPH A. MORAN, vice president of Young & Rubicam, New York, Feb. 19 will address radio advertising class of Ohio State U. College of Commerce and Administration at special evening meeting.

NED C. SMITH of New York office of H. B. Humphrey Co., Boston, and **JOHN McCULLOUGH** of Boston office, have been elected vice presidents of company.

GAIL FERRIS, during war with Wartime Price and Trade Board, Ottawa, and recently with Ottawa office of MacLaren Adv., has been transferred to radio department of agency's Toronto office.

DR. MICHAEL DALY, former executive director of Bureau of Business Research, and associate professor of marketing at Rutgers U., has joined Foote, Cone & Belding's New York research staff.

HARRY COOPER, former account executive of KIEV Glendale, Calif., has joined Lyman Peters Inc., Los Angeles, in similar capacity.

HAL KNUTSON, in sales department of Dean Simmons Adv., Hollywood, has joined production staff of Allied Adv., Los Angeles.

RAY D. WILLIAMS, radio director of Prater Adv., St. Louis, has been appointed radio chairman of St. Louis 1947 American Red Cross Fund Drive.

ANDY WHITE, writer of Needham, Louis & Brorby on NBC "Fibber McGee & Molly Show," is in Huntington Memorial Hospital, Pasadena, Calif., recovering from a major operation.

CARL J. EASTMAN, vice president and Pacific Coast manager of N. Y. Ayer & Son, has been elected president of the San Francisco Chamber of Commerce.

JAMES KELLEY, former account executive with Earle Ludgin & Co., is now with Wendel C. Muench & Co., Chicago, as an account executive.

MARTHA HUHTA, formerly with Lennen & Mitchell, New York has been appointed assistant to president and corporation secretary of Robert Orr & Assoc., New York.

WILLIAM B. LEWIS, vice president in charge of radio for Kenyon & Eckhadt, New York, is in French Lick, Ind., for two week conference with Kellogg Co. executives concerning company's programs.

CARL MARK, radio director of Al Paul Lefton Co., New York, is the father of a girl.

HUGO SCHEIBNER, president of Los Angeles advertising agency bearing his name, is on two week trip to New Orleans and New York on client business.

RICHARD B. ATCHISON, head of R. B. Atchison Adv., Los Angeles, is in Texas for two weeks on client business.

O. ROBERT HARTWIG, released from AAF and former advertising manager of General Tool Co., Portland, Ore., has joined Simon & Smith Adv., that city, as production manager.

CFRA to Open

CFRA Ottawa, new 1 kw station on 560 kc, is to open officially May 1, according to Frank Ryan, station owner. RCA engineers are now installing transmitter and antenna array, supported by two specially designed towers.

getting ready to give 'em

BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nightime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC

A Department of Port Arthur College

MBS BMB

No. 1 PHILADELPHIA'S *Sports Station*

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts **WIBG**

REPRESENTED Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

That's a hitching post—50 years ago in Memphis you rated when you had one in your front yard

Hitch onto something SOLID

Nowadays there's another type hitching post Memphis advertisers are tieing up to—it's the receptive audience on WHHM.

That's why it pays to hitch your sales wagon to the Star Station in Memphis . . . the outfit that set the rumors to flying . . . that set proof of popularity to work. Morning, noon and night . . . consistently good Hoopers . . . and what results for local advertisers!

The same job can be done for your clients . . . Ask for ALL the facts on Memphis and you, too, will find that

WHHM DELIVERS MORE LISTENERS PER DOLLAR IN MEMPHIS!

Get the market . . .

***Get* WHHM**

MEMPHIS, TENNESSEE

INDEPENDENT — BUT NOT ALOOF

Represented by Forjoe & Co.

KSO
DES MOINES
The Best Buy in Central Iowa
CBS
BASIC CBS
RESPONSE-RATED
KSO PRODUCED SHOWS
PLUS ALL-ROUND
SMART PROGRAMMING
AND PRODUCTION
KEEP RADIO DIALS
IN DES MOINES &
CENTRAL IOWA
TUNED TO K S O
12:00 (Noon) NEWS
Monday thru Friday
NOW AVAILABLE!
KSO
5000 WATTS - BASIC CBS
MURPHY BROADCASTING COMPANY
Kingsley H. Murphy, PRESIDENT
George J. Higgins, GENERAL MANAGER
Headley-Reed Co.
NATIONAL REPRESENTATIVES

SPONSORS

BOND CLOTHES, Cleveland (retailer), Feb. 17 begins sponsorship on WGAR Cleveland, of "Ernie Benedict and His Radio Range Riders," Mon. through Fri. 5:30-6 p.m. and a news broadcast, Mon. through Sat., 11-11:10 p.m. Contract is for one year. Agency: Neff-Rogow, New York.

LARUS & BROS., Richmond, Va. (Alligator cigarettes), Feb. 17 starts spot announcements on WBZ Boston and WBZA Springfield, Mass. Radio may be used in future throughout the entire country. Agency is Duane Jones Co., New York.

FLORIDA HEALTH CONSERVATORY, Orlando, Fla., has appointed Walter Kaner Assoc., New York, to handle public relations and advertising. Local spot radio will be used.

CANADIAN CHEWING GUM SALES, Toronto (Dentyne, Chiclets, Sen Sen), has expanded radio advertising in 1947, and 47 stations will carry variety of programs ranging from flash announcements to five minute musicals. Agency: Baker Adv., Toronto.

WILLYS OF CANADA, Windsor, Ont. (motor cars), has appointed Spitzer & Mills, Toronto, to handle all advertising.

SUTCLIFFE & BINGHAM of Canada, Toronto (Savoy food products), has started half-hour children's program five days weekly on CFRB Toronto. Expansion is planned to other stations. Agency: McLaren Adv. Co., Toronto.

PEOPLE'S CREDIT JEWELLERS, Toronto (chain stores), has started 10-minute newscasts daily on a number of Canadian stations. Agency: MacLaren Adv., Toronto.

GRANT LABORATORIES, Oakland (household, agriculture, pharmaceutical, insecticide products), has appointed Brishacher, Van Norden & Staff, San Francisco, to handle advertising in 11 western states.

COAST-CURRIE ICE CREAM Co. (retail chain), and **GOOD HUMOR Co. of California** (ice cream home delivery service), Los Angeles, have appointed Barton A. Stebbins Adv., that city, to handle regional advertising.

NATIONAL BISCUIT Co., San Francisco (Nabisco Shredded Wheat), Feb. 17 started for 13 weeks daily participation in combined "Sunrise Salute" and "Housewives Protective League" programs on KNX Hollywood. Agency is Botsford, Constantine & Gardner, San Francisco. Firm also has started daily participation in similar combined programs on KMOX St. Louis, WBBM Chicago and WCAE Pittsburgh. Placement is through McCann-Erickson, N. Y.

LOUIS ZIEGLER BREWING Co., Milwaukee (beer), has appointed Dozier-Graham-Eastman, Los Angeles, to handle Pacific Coast advertising. Radio will be used.

PROCTER & GAMBLE Co. of Canada, Toronto (soap), has started French musical quarter hour program on a number of Quebec stations. Agency: Kastor, Farrell, Chesley & Clifford, New York.

KELLOGG Co. of Canada, London, Ont. (breakfast foods), has started French program five times weekly on a number of Quebec stations. Agency: J. Walter Thompson Co., Toronto.

BEST FOODS (Canadian), Hamilton, Ont. (Rit dyes), has started daily spot announcemnts on a number of Canadian stations. Agency: F. H. Hayhurst & Co., Toronto.

ROOSEVELT RACEWAY, Westbury, L. I., N. Y., has appointed L. H. Hartman Co., New York, to handle advertising. Spot announcements will be placed on approximately seven New York stations between May 19 and Oct. 18.

BOYLE-MIDWAY, New York (household products) Feb. 8 announced plans for radio campaign for Old English wax products. Agency: W. Earl Bothwell Inc., New York.

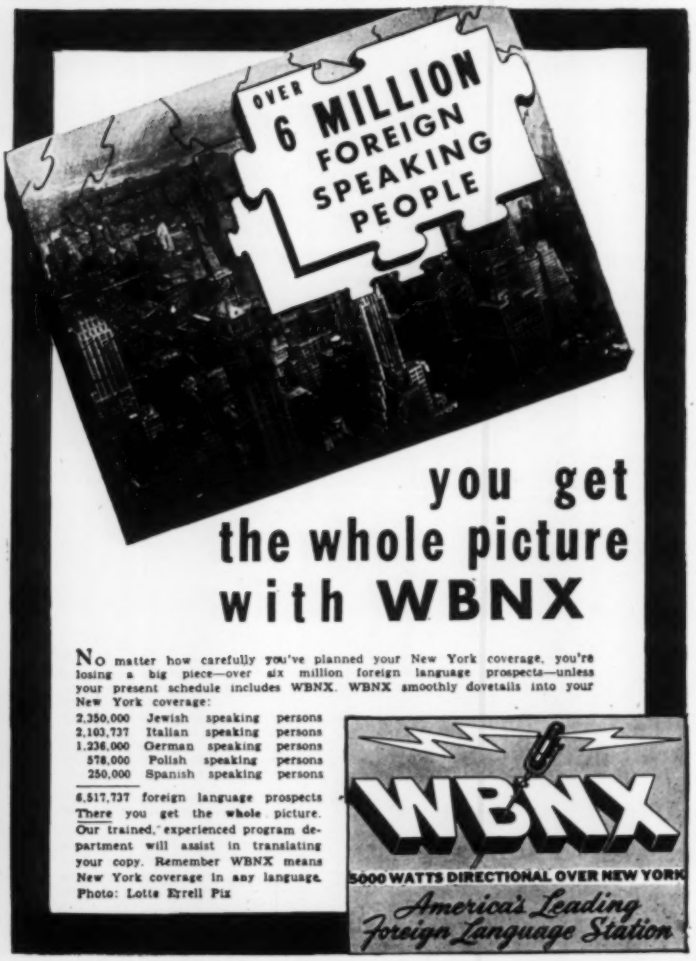
THESE THREE (left to right), "Chick" Showerman, manager of NBC's Central Division; Raymond E. Lee, president of Raymond Laboratories, a subsidiary of Warner Co.; and William Chalmers, assistant advertising director of Richard Hudnut, discuss the first William R. Warner Inc. sponsorship of NBC's Chicago originated program, "Grand Marquee," Thursday, Jan. 23, at a dinner following the show.

COMMERCIAL TELECAST

Sponsor Pleased With Video Show on Basketball Game

MANAGEMENT of the P. J. Nee Co. (furniture), Washington, D. C., which on Jan. 15 sponsored what is claimed to be the first commercial telecast to originate in the capital, has expressed satisfaction over the results. The company sponsored a telecast of the Georgetown U.-St. Louis U. basketball game over WTTG, Du Mont station, and Maurice L. Nee, treasurer of the firm, said he felt that "the experience we gain in early telecasts will more than repay us for the expense."

Charles Kelly of the Du Mont staff worked with the Harwood Martin Agency in drafting the video commercials. The commercial sequences were made on 16 mm. movie film on location, for the most part at the Nee store.



you get the whole picture with WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX. WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking persons
2,103,737	Italian speaking persons
1,236,000	German speaking persons
578,000	Polish speaking persons
250,000	Spanish speaking persons

6,517,737 foreign language prospects There you get the whole picture. Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in any language. Photo: Lotte Errell Pix

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

"Sorry, ma'am, we're completely sold out of WFDF Flint basement specials."

truthfully speaking . . .
KNOW is your best buy

For effective, low-cost promotion of your products in the rich Austin market area, take advantage of KNOW'S superior coverage. With KNOW you are assured a consistently larger share of the listener audience. Your message will reach more Austin people . . . people who are willing and able to buy your products. KNOW gives you more dialers per dollar; Austin gives you more dollars per dialer. Write for further information . . . let us show you what we mean.

radio station

KNOW

AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK
WEED & COMPANY, Representatives
New York, Boston, Chicago, Detroit, Hollywood, San Francisco

KFRE
FRESNO
SELLS MORE
Profitably
A RODMAN RADIO STATION
KFRE-KRFM Fresno
ASK AVERY-KNODEL, INC.

PRODUCTION

BILL ANSON, conductor of daily recorded "Hollywood Bandstand" on KFWB Hollywood, has signed three year contract with station, effective May 10.

ED DINSMORE, formerly with WORL Boston and AFRS veteran, has joined WCOP Boston as morning host daily from 6-9 a.m. He introduces programs and presides over "Ed Dinsmore Show" between other scheduled broadcasts.

ROBERT TENNANT, formerly with WEEI Boston and WESX Salem, Mass., has joined producing-announcing staff of WRVA Richmond, Va.

ERNIE SANDERS, chief announcer at WHO Des Moines, Iowa, and former director of Armed Forces Network in Europe, has been appointed radio director of Veterans of Foreign Wars, Department of Iowa.

PAUL SUTTON, formerly with KIEV Glendale, Calif., and **SAM EWING,** veteran of AFRS and former Yank magazine correspondent, have joined production staff of KRUX Phoenix, Ariz.

SAM BEARD, announcer at WPTF Raleigh, N. C., Feb. 16 conducted a student "sing" promoted for student benefit at Duke U., Durham, N. C.

JOHN MOTYL has joined CJCA Edmonton, Alta., as continuity writer.

LAURA ELSTON, freelance correspondent on movies at Toronto, has started thrice weekly stage and screen review on CHUM Toronto.

VIRGINIA GREGG, Hollywood radio actress, has been signed to a term film contract by Enterprise Productions.

SEAMAN JACOBS, former New York script writer for Fred Allen (NBC comedian) and Henry Morgan (ABC comedian), has shifted to Hollywood with assignment on film scenario for the Andrews Sisters, vocal group.

BURTT F. McKEE Jr., production manager of WAPI Birmingham, Ala., is the father of a boy.

STAN VAINRIB has joined WAPL Birmingham, Ala., devoting his time to production on WAFM, station's FM outlet.

JEAN LANG, in program department of Don Lee Broadcasting System, Hollywood, has been named operations director of network. She succeeds **RUTH BARNARD,** who resigned to marry Donald H. Rice, of Pasadena, Calif.

ELMITT EASTCOTT, former program director of KFAC Los Angeles, has joined KGFJ Hollywood as musical director. He succeeds **CLARK HAYDEN,** who resigned to return to recording business.

R. S. LAMBERT, supervisor of school broadcasts of CBC Toronto, is on tour of eastern Canadian provinces to discuss program plans for 1947-48 with provincial educational authorities. Accompanying him are **W. E. S. BRIGGS,** program director of CBC Halifax, and **DOUGLAS LUSTY,** CBC educational representative, Halifax.

HEADACHES for the Carolinas Decca record jobber resulted when Kurt Webster (standing in jeep), WBT Charlotte disc jockey, dug out a Ted Weems recording, "Heartaches," and played it a couple of times on WBT's midnight dancing party. Music stores were swamped with requests for the record, made in 1939.

MAMI TREPEL, formerly with WMCA New York, has joined WLIB New York, in charge of music programming.

DICK COUGHLIN, announcer at WKIX Columbia, S. C., is the father of a boy born Feb. 8.

DON NORMAN, formerly with WCAP Asbury Park, N. J., has joined announcing staff of WIS Columbia, S. C., replacing **CLYDE McLEAN** who resigned to join an FM outlet in North Carolina. **GRENVILLE SEIBELS,** new to radio, has joined WIS as music director and local reporter.

BEN A. HUDELSON, former educational director of WOWO Fort Wayne, Ind., has joined WBZ - WBZA Boston - Springfield, Mass., in similar capacity.

HENRY L. COX, former ABC assistant eastern production manager, has been appointed eastern production manager of network, succeeding **HOWARD L. NUSSBAUM.**

RAYMOND E. PLAMADORE, production manager of WKBH La Crosse, Wis., has been named president of La Crosse Chamber of Commerce.

DON WHITMAN, former program manager of WENC Whiteville, N. C., and announcer at WTCM Traverse City, Mich., has joined KOIN Portland, Ore. in production department. During war Mr. Whitman served with AFRS in Pacific.

ART MOORE, producer-director of CBS "County Fair" sponsored by Borden Co., New York, and his production staff have moved offices to 247 Park Ave., New York.

HAL GRAVES, AFRS veteran, has joined announcing staff of WKBN Youngstown, Ohio.

WARREN BARFIELD, producer and staff vocalist at WPTF Raleigh, N. C., Feb. 16 was to marry Marjorie Clark of Clarkton, N. C.

FRANK SWEENEY, former announcer with WGN Chicago, has been named production chief of WJJD Chicago, replacing **MARK RUSSELL** who has transferred to sales department.

TED HEDIGER, Hollywood writer of ABC "I Deal in Crime," is recovering from emergency appendix operation.

GIL DOUD, writer-producer at KGO San Francisco, now writes and produces weekly half hour ABC "Pat Novak for Hire." **BEN MORRIS,** staff announcer, portrays title role.

BILL WARDLE, staff pianist-organist of KNX Hollywood, Feb. 15 married Rosemary Condon of Montclair, N. J.

FRED FOX, writer on NBC Bob Hope show, is father of twins—a boy and girl, born in Los Angeles on Feb. 7.

JOHN CLOWES, formerly of KFXM San Bernardino, Calif., has joined KCMJ Palm Springs, Calif. as announcer-technician. Under name of John Douglas he conducts nightly recorded "Music for the Party."

KENNETH I. TREDWELL Jr., Army veteran, has joined WBT Charlotte, N. C., as production manager.

IRVING MANSFIELD, CBS New York producer, will shift to Hollywood. **DAVIDSON TAYLOR,** vice president in charge of programs, currently in Hollywood to enlarge production department, declared other producers may be added to increase output of commercial nighttime shows for network.

DORA MARY STAVER, women's commentator at WLBR Lebanon, Pa., March 1 resigns to be married.

WPAT to Offer Air Time To 21 New Jersey Towns

WPAT PATERSON and 21 northern New Jersey newspapers last week agreed to join forces in bringing on the air programs for the public interest in their respective communities. Any organization or group in a community that wishes time on WPAT may apply for the time through its local newspaper, which will cooperate with the station to publicize all worthwhile activities.

Also mentioned in the announcement was the fact that, to assure all such applicants the maximum benefits air-time can provide their cause, the station has put at their disposal its program ideas, production and continuity departments.

CFOS Owen Sound, Ont., March 1 goes on air with new 1 kw RCA transmitter, increasing power from 250 w and changing frequency from 1400 to 1470 kc.

MAKE DOLLARS...AND MAKE SENSE!

CLEVELAND'S CHIEF STATION has sold itself to the listeners in the great Cleveland Billionarea. WJW delivers more daytime dialers per dollar than any other regional station!

For its old advertisers . . . this result has made dollars! For new advertisers . . . to make sales, to make more profit dollars . . . it makes sense to trade at CLEVELAND'S CHIEF STATION.

BASIC ABC Network CLEVELAND, O.
WJW
850 KC 5000 Watts DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

5000 WATTS
590 KC
NBC
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

Drives TELEVISION FINAL STAGE ...and *Excels* because

- ★ **Frequency (at max ratings) ranges up to 220 mc, covering both television video and FM bands.**
- ★ **Power output is substantial—see text below.**
- ★ **Designed directly for grounded-grid circuits, with high-mu characteristics that give high power gains.**
- ★ **Complete internal shielding, plus ultra-compact construction, result in low plate-filament capacitance—making neutralization easy, where required.**
- ★ **Thoriated-tungsten filament SAVES, calling for minimum filament power.**
- ★ **Forced-air cooling assures convenient station installation.**
- ★ **RING-SEAL terminals enable tube to be "plugged in" quickly—their generous contact area also promotes h-f circuit efficiency.**

New

v-h-f

POWER TRIODE GL-5513

ELECTRICAL CHARACTERISTICS

Filament voltage	6.3v
Filament current	32 amp
Amplification factor	87
Interelectrode capacitances:	
Grid-plate	8.7 mmfd
Grid-filament	21.1 mmfd
Plate-filament	.11 mmfd
Type of cooling	forced-air

MAX RATINGS, CLASS B R-F POWER AMPLIFIER, VIDEO SERVICE, SYNCHR. PEAK CONDITIONS

Plate voltage	3,000 v
current	1.2 amp
input	3,300 w
dissip.	1,200 w

MAX RATINGS, CLASS C TELEGRAPHY

Plate voltage	4,000 v
current	1 amp
input	3,600 w
dissip.	1,200 w

TYPE GL-5513 has a tube output in excess of 2 kw (Class C telegraphy), with power gain of approximately 10 when operated as a grounded-grid amplifier. In Class B video service, under synchronizing peak conditions, output exceeds 1 kw, with approximate power gain of 8 in grounded-grid service.

This capable new triode, besides its application to television transmitters for both the video and FM bands, is directly suited to dielectric-heating service employing the high and very-high frequencies. Here the tube's low filament-power requirements are of special value, contributing to simple, economical transformer and circuit design.

As a rule, *the GL-5513 requires no neutralization in grounded-grid circuits,* but when this is needed, a small amount of cross-neutralization will suffice. Modern engineering is evident not only in the tube's electrical characteristics, but also in its compact structure — in its trim and efficient radiator design —in the fact that all external metal parts are silver-plated to provide better contact surfaces—and in the ring-type fernico metal-to-glass seals used throughout.

Help in applying G.E.'s new GL-5513 triode to new equipment now on your drawing-boards, gladly will be furnished by General Electric tube engineers. Telephone or write your nearest G-E electronics office, or communicate with *Electronics Department, General Electric Company, Schenectady 5, New York.*

GENERAL ELECTRIC

161-F1-8850

FIRST AND GREATEST NAME IN ELECTRONICS

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

WILLIAM R. TRAUM, director of advertising and promotion at WROK Rockford, Ill., has resigned to join staff of Town Hall Inc., New York. He will act as manager of "America's Town Meeting" on ABC.

TOM CHANDLER, promotion manager of WKIX Columbia, S. C., has resigned to return to theatre management field.

RUSS EHRESMAN, promotion manager of KCMJ Palm Springs, Calif., is on two months leave of absence and will visit Chicago, New York and Washington before returning to West Coast.

Promotion

FM Promotion

EXECUTIVES of Sun Country Broadcasting Co., owner of KPSC Phoenix and KTSC Tucson, Feb. 13 joined with Zenith Radio engineers in explaining and demonstrating FM radio to more than 100 Arizona retail dealers at a dinner given by Black & Ryan, state distributor of Zenith radios. Sound films describing principles of FM, as well as functions of FM coaxial cable, were featured. Sun Country Broadcasting expects to go on the air April 1 with KPSC-FM in Phoenix and KTSC-FM in Tucson.

KFAB Ad

HAROLD E. ROLL, director of promotion-publicity at KFAB Omaha, to correct the general impression that CBS created, produced and paid for the four color insert trade-journal ad announcing KFAB's increase in power to 50,000 w, last week stated: "The idea, layout, and copy are the products of KFAB's promotion department, and the Buchanan-Thomas Adv. Agency, Omaha, is responsible for the production. KFAB also paid for the space."

Aids X-Ray Survey

WPTF Raleigh, N. C., devoted week of Feb. 9-15 to "all out" promotion of Wake County's mass X-ray survey, encouraging the 80,000 persons in county over 15 years of age to guard against tuberculosis by having free X-ray made at one of three mobile units. On opening day of drive, WPTF carried special X-ray spots, two broadcasts from X-ray unit and special cut-ins on local and net newscasts. All station employes reported to X-ray unit.

Program Promotion

PROGRAM schedule for student, teacher and parent listening is being distributed by WBAL Baltimore. Folder divides daily schedule into news broadcasts, recommended musical programs, education, public affairs and special features, in school listening features, farm programs, religious programs, and programs to enjoy after homework is done. Also included is preview of WBAL's plans for 1947.

Civic Promotion

WCSC Charleston, S. C., through its program director, Russell Long, is promoting merger of war-born outlying suburbs with Charleston. Mr. Long is chairman of the Greater Charleston Committee of the Junior Chamber of Commerce. Committee has been responsible for talks on expansion by the mayor, as well as several explanations of the plan presented on WCSC.

Farm Improvement

FARM Dept. of WPTF Raleigh, N. C., headed by Ted Leeper, farm program director, Feb. 17 begins Farm and Home Improvement contest in eight WPTF counties to be concluded in fall. Station will award purebred livestock to white and Negro farmers who show most improvement in their farm program during 1947. At conclusion of contest, WPTF will stage Farmer's Roundup Day with broadcast of ceremonies.

RCA Booklets

TWO NEW booklets of technical information about electron tubes have been published by RCA. Publications, each containing 16 pages, are "Receiving Tubes for Television, FM and Standard Broadcast," and "Power and Gas Tubes for Radio and for Industry."

Anniversary Stickers

SILVER anniversary stickers on letters and envelopes are being used by CKAC Montreal, to mark its 25th anniversary. Oval sticker carries station's call letters in green and black, with frequency, slogan and dates of anniversary on silver background.

Rural Survey

ENDEAVORING to estimate size of its rural audience, CKVL Verdun, Que., has started early morning show offering a cow as prize to some farmer who during March writes in that he listens to program and gives correct answer to question presented.

Program Contest

KXLW St. Louis has conducted program popularity contest and awarded 51 prizes to listeners whose letters were rated highest by judges. Ceremonies of award presentation were broadcast with winners present from several cities in Missouri and Illinois. New Plymouth car was first prize. Other awards included electric ice box and console radio sets.

Public Service Report

PUBLIC SERVICE report for 1946 has been prepared for WTAR Norfolk, Va., by George Brantley, station's public service director. Report lists all public service programs and announcements heard over WTAR in past year, and totals number of hours of public service aired for the year at 948 hours.

Newspaper Ads

NEWSPAPER ads in 10 New York metropolitan newspapers were used to promote new Mennen Co. (shave cream) "Lew Parker Comedy" show on WHN New York. Show is heard Mon. through Fri. 7-7:30 a.m. Agency is Duane Jones Co., New York.

Canned Promotion

CFBC St. John, N. B., has sent to radio advertisers and agencies throughout Canada, a can of New Brunswick sardines with label featuring facts about CFBC.

WIBA Commended

WIBA Madison, Wis. has been commended for its service in reporting news and weather conditions during recent snow storm emergency. Local newspaper, Capitol Times, carried news stories of station's storm service and also a poem titled "WIBA—A Port in the Storm."

KIDO Brochure

THREE-PART brochure emphasizing "rich sales harvest" at KIDO Boise, Ida., is being distributed to the trade. Colorfully illustrated piece gives facts on rich agricultural area and pocket in center of brochure contains statistics on sales effectiveness of KIDO.

Winner Presented

AUDITIONS for The Philadelphia Forum Youth Contest for Pianists have been held in studios of WFIL Philadelphia, with Norman Black, director of WFIL string ensemble, and Felix Meyer, WFIL music director, aiding in preliminary auditions. New School of Music, Philadelphia, sponsors of contest, has donated one-year scholarship to contest winner, Joel Shapiro, 13-year-old pianist.

ESTERLY C. PAGE

Announces

H. UNDERWOOD GRAHAM

Recently Chief of the Information Utilization Section of the Technical Information Division of the Federal Communications Commission

and

JOSEPH WALDSCHMIDT

Recently Assistant Engineer in Charge of Television, FM and High Frequency Development for the Bamberger Broadcasting Service, Inc.

As Members of the firm of

E. C. PAGE CONSULTING RADIO ENGINEERS

Bond Building — Washington 5, D. C.

February 15, 1947 — EXecutive 5670

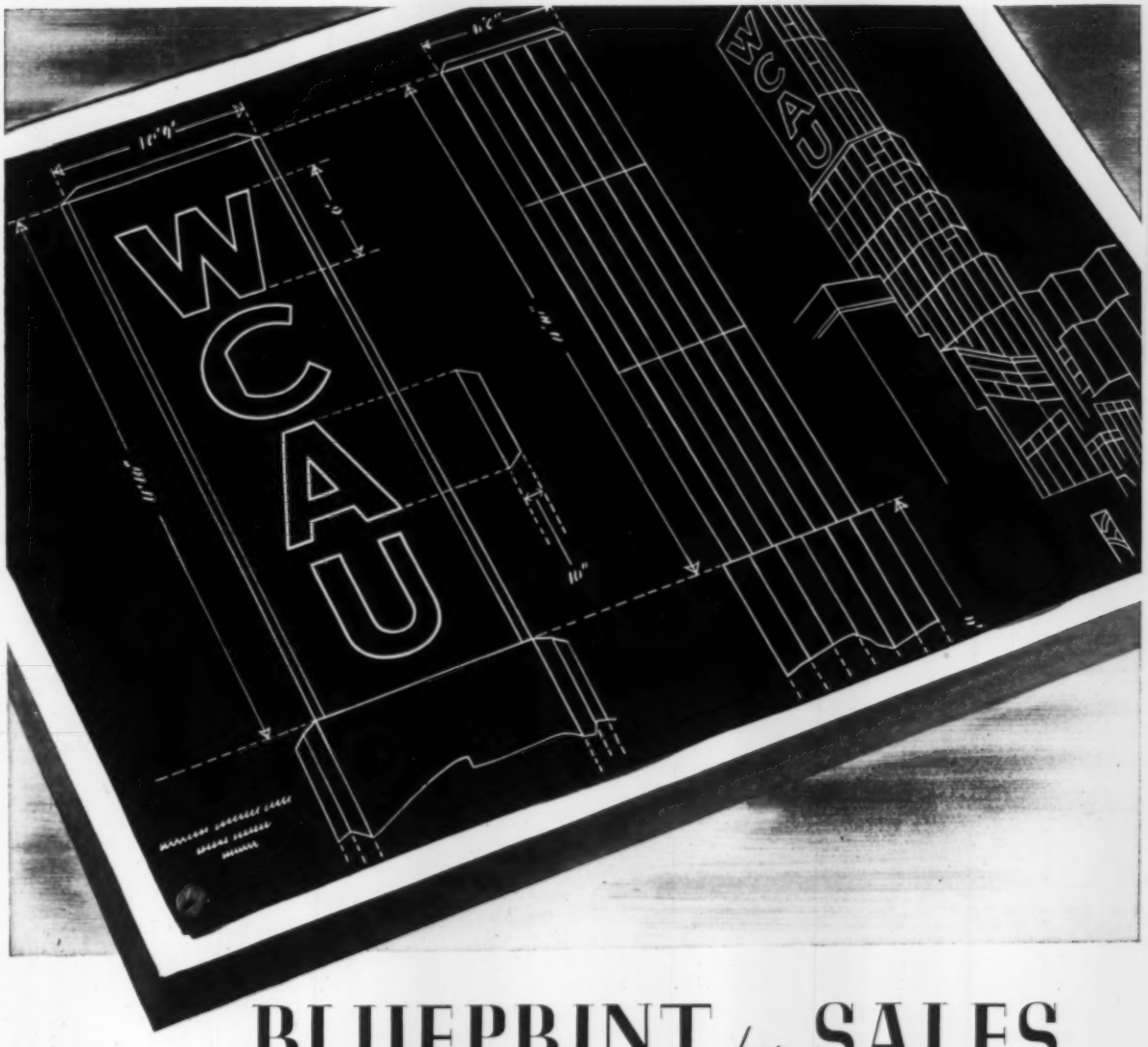
EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA

WCAX
BURLINGTON

VERMONT'S
ONLY CBS
STATION

SOON
5000
WATTS

1000 WATTS • FULL TIME



BLUEPRINT *for* SALES

WCAU is built of superior engineering, distinguished programming, productive promotion—all of which constructively serve you from the very beginning of your association with us.

This is an important consideration in any blueprint for a profitable sales plan in America's third largest market.

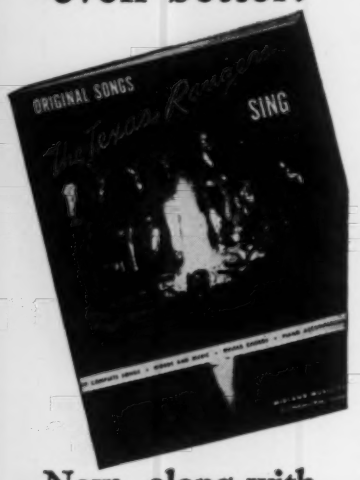
POWER + PROGRAM = SALES

WCAU

50,000 WATTS ★ CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

Making *the best* even better!



Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

ALLIED ARTS

RCA Engineering Products Department is forming new sales section to market electron tube mounts and accessories. New section, to be managed by **WILLIAM F. BARNS**, with RCA for five years, will supply complete tube mountings, jackets, and assemblies for power and special purpose tubes for use in broadcasting and in high-frequency induction and dielectric heating applications in industry.

LESLIE M. GRAHAM, former manager of the Appliance division of the Peerless Electrical Supply Co., Indianapolis, has joined Emerson Radio and Phonograph Corp. as sales representative in the mid-western area.

BAGDAD TELEVISION Co., New York, manufacturer and distributor of television receivers, has appointed Jules Lippit Adv., New York, to handle its advertising.

WILLIAM G. ELLIS, veteran industrial engineer who during the war served with a joint committee responsible for electronic production for the armed forces and who holds the rank of commander in USNR, has been appointed manager of industrial electronic sales for RCA. Mr. Ellis will supervise sales of the company's electronic heat processing equipment and other electronic specialities for industrial use.

SAM J. MULAY, former director of purchasing for Standard Coil Co. and previously with Admiral Radio, has been named assistant purchasing agent for Hallicrafters Co., Chicago.

ROBERT E. BAXTER, former director of research for Los Angeles Times, and recently with McKinsey & Co., San Francisco, has joined Facts Consolidated, San Francisco marketing and research organization.

ROLFE SEDAN, radio character actor, has joined faculty of Hal Styles School of Radio, Beverly Hills, Calif., as instructor in drama, dialects and microphone techniques.

JAMES E. DENNING, former secretary and general counsel of Press Wireless, has been appointed RCA director of industrial relations.

FREDERICK N. POLANGIN, former Washington newspaper and currently head of his own public relations office in Washington, has joined Bert M. Sarazan Inc., that city, as director of press, radio and television relations. During the war, Mr. Polangin served with OWI and prior to that had been publicity director of U. S. Commerce Dept.

BERNIE MILLIGAN, Hollywood radio publicist, is father of a boy born Jan. 28.

CAMERON & NICHOLAS, Hollywood radio publicity service, has opened offices at 6123 Selma Ave. Telephone Hollywood 6281. Firm is headed by **WESLEY C. CAMERON**, former Hollywood manager of William G. Rambeau Co., and **FRED M. NICHOLAS**, former assistant editor of Western Radio News and prior to that with Los Angeles City public relations division.

COY WILLIAMS has resigned as Hollywood manager of David E. Greene Assoc. to devote full time to his own radio publicity service at 1558 N. Vine St.

GWEN GIBSON, former assistant to research director of The Oklahoma Publishing Co., has established her own research service with temporary offices in Hales Bldg., Oklahoma City.

RUTH BRUMMER, former publicity director of WLIB New York, and previously assistant program director at WNEW New York, Feb. 17 becomes representative for Sackett and Prince Television Productions, New York, on the West Coast. Her headquarters are in Knickerbocker Hotel, Hollywood.

DICK ERSTEIN, former director in the CBS education department, has joined Lowell Institute Cooperative Broadcast Council, Boston, as a producer.

VICTOR R. LINDEMANN, former district sales manager of Crosley Division, Aviation Corp., and Army veteran, has been appointed southwestern regional sales manager for the Crosley Division.

DOUGLAS F. JENKINS and **JOSEPH F. ARTHAUD**, radio advertising consultants, have been elected jointly to handle radio division and general sales for Roberts, Sotto & Assoc., Santa Monica, Calif.

J. F. CROSSIN, director of sales of Olympic Radio and Television, New York (maker of Olympic 'tru-base' radios and radio-phonograph combinations), has been appointed a vice president of company. He will continue to head sales of Olympic radios.

WAR DEPT. ADDING TELEVISION SERVICE

TELEVISION service has been added to the War Dept.'s Radio Section, Office of Public Relations, and the name has been changed to Radio and Television Section. Capt. Leonard Schmitz remains as head of the entire section, with Capt. Warren T. Lenhart in charge of television.

The new section will service experimental and commercial television stations with Army film and will aid in the televising of such live material as activities of Army Week, April 6-12, Army parades, etc.

Wrote for Radio

Capt. Lenhart was with AAF Radio Production, War Dept. before his transfer to the new television post. During the war he was a P-47 pilot in the European Theatre. He holds the Distinguished Flying Cross with cluster, the Air Medal with 16 clusters and the Purple Heart. While at Blue Ridge College, Frederick, Md., he wrote and produced a weekly half-hour program for WFMD.

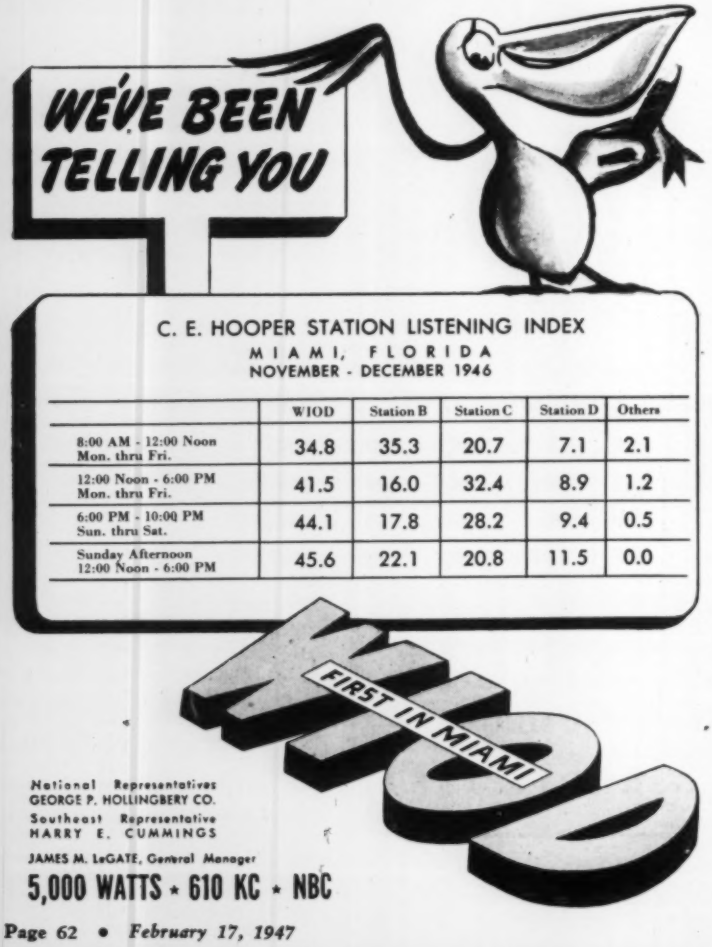
In addition to Captain Schmitz and Captain Lenhart, Army's Radio and Television Section includes Capt. Gerald Tate, 1st Lieut. Edgar Jones, Stanley Field and Bill Hamilton.

Captain Tate, who was assigned to the Radio Section last November, writes the War Dept. program, *Campus Salute* on Mutual. He was with the Infantry in ETO, and wears the Silver Star, Bronze Star and Purple Heart with cluster. Before the war he was a radio and concert singer in New York.

According to Captain Schmitz, a special recording has been made for Army Day, April 6, featuring a message delivered by the Chief of Staff, Gen. Dwight D. Eisenhower, and a prayer spoken by the Chief of Chaplains, Maj. Gen. Luther D. Miller. Platters are being sent to every station, with the cooperation of the NAB.

N. J. Radio Council

EDUCATIONAL broadcasting of in-school and after-school radio programs was the topic for discussion last week at a meeting of the Radio Council of New Jersey at Newark. The program, designed particularly in the interest of educational radio for children, featured seven guest speakers known for their work in fields related to children's activities. They included: Olga Druce, producer, director and editor of *House of Mystery*; Margaret E. Tirrell, psychologist, Essex County juvenile clinic; Josette Frank, educational associate, Child Study Assn. of America; Dr. Bruce Robinson, director, Newark Department of Child Guidance; Dr. John S. Herron, Newark superintendent of schools; James MacAndrew, program coordinator, WNYC New York.


WE'VE BEEN TELLING YOU
C. E. HOOPER STATION LISTENING INDEX
MIAMI, FLORIDA
NOVEMBER - DECEMBER 1946
WIOD
Station B
Station C
Station D
Others
8:00 AM - 12:00 Noon Mon. thru Fri. 34.8 35.3 20.7 7.1 2.1
12:00 Noon - 6:00 PM Mon. thru Fri. 41.5 16.0 32.4 8.9 1.2
6:00 PM - 10:00 PM Sun. thru Sat. 44.1 17.8 28.2 9.4 0.5
Sunday Afternoon 12:00 Noon - 6:00 PM 45.6 22.1 20.8 11.5 0.0
FIRST IN MIAMI
WIOD

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS * 610 KC * NBC

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know select
630 KC. CKRC 5KW.500
REPRESENTATIVE - WEED & CO.

In The Public Interest

SIXTY-FOUR social agencies and campaigns received $269,125 in courtesy spot announcements during 1946, WBBM Chicago estimated. The spot announcements were broadcast for such organizations as the War Department, public health agencies, religious and educational groups, welfare fund-raising campaigns, and numerous government agencies. All spots were of the station-break variety and did not include WBBM's many public service programs in which the station used paid talent.

* * *

Gives Transfusion

WHEN a local hospital called WBLK Clarksburg, W. Va., with an urgent appeal for blood donors with type A blood to give transfusion to a 21-year-old woman, Tommy Clark, ex-Marine and WBLK announcer, turned mike over to an alternate and rushed to the hospital. Meantime, station announced appeal and hospital was deluged with calls from volunteer doners while Mr. Clark was giving the transfusion.

* * *

Home for Fire Victims

A REAL "good neighbor" was discovered by News Editor Ray Arvin of KORN Fremont, Neb. On his noon newscast he told the story of a young veteran and his wife whose home had burned. Since they were new arrivals in the city, they had no place to live. Shortly after the appeal was made, a listener called to say he would make room for the couple until they could find a home.

* * *

Aids Hospital

KXOK St. Louis made an appeal for donors when the Barnes Hospital, St. Louis, sent out an emergency call for aid in replenishing its blood bank supply. Don Phillips and Rush Hughes each aired an appeal which resulted in a steady stream of calls from listeners who wanted to help. No more announcements were needed as the hospital soon filled its quota.

* * *

Child Found

WHEN SIX year old Diana Powell did not return in the late afternoon from playing in the park, her worried parents phoned not only the police but also News Announcer Jim Hunter, CFRB Toronto. Mr. Hunter broadcast the news and while he was still on the air CFRB was informed by a listener that the little girl was safe, having walked into the strange house where she would not give her name or where she lived.

* * *

Blood Donor Appeal

NEWS EDITOR Arthur Barriault of WRC Washington, Jan. 18 received a call that there was an urgent need for blood donors to supply four pints of type AB blood for Howard Rivenberg of Alexandria, Va. Mr. Barriault immediately broadcast an appeal and within two minutes calls began to come in from volunteer donors who supplied the needed blood. Mrs. Rivenberg, wife of the stricken man, reported that she lost track of the many phone calls from volunteers.

* * *

Aids Homeless Family

WHEN Mrs. Fern Ent of Enid, Okla., a widow, and her seven children lost all their possessions in a fire, the news bureau at KCRC Enid started campaign to collect contributions for Mrs. Ent. As money and gifts flooded in, KCRC followed through with spot announcements, news stories and feature items. Mrs. Ent now has been given a lot and an Enid contractor has offered to excavate the basement. Other businessmen are making plans to build the house. House may be built without touching some $600 that has been contributed, so Mrs. Ent also may receive a bank account.

* * *

Helps Round Up Workers

AT THE REQUEST of John Sharp, a Tennessee Valley Authority section foreman, WJOI Florence, Ala., made emergency announcements Jan. 18 to round up all workers in Mr. Sharp's section as continuous rains resulted in flood conditions. The announcements were aired every 20 minutes for two hours. Mr. Sharp then called the station to report 100% response.

* * *

Camp for Crippled

SUPPORTING a drive for funds to equip and support a new summer camp for the rehabilitation of 400 children who have been crippled by infantile paralysis, three New England home newspapers, in cooperation with WLAW Lawrence, Mass. sponsored Feb. 4-6 appearances in New England of Johnny Olsen and his ABC *Ladies Be Seated* program. Publishers underwrote all expenses and entire proceeds went toward goal of raising a $5,000 fund for the camp.

WARM isn't exactly the way to describe the look on CBS Newsman John Daly's face, but at least he's dressed for the occasion. Mr. Daly is pictured above in Alaska, where he spent several weeks covering the Army's test project, "Task Force Frigid."

News

JAMES BORMANN, chief of radio division of Associated Press' Chicago office, has resigned to become news director of WMT Cedar Rapids, Iowa. He succeeds **DOUGLAS GRANT** who has been appointed WMT program manager.

ROBERT DOUBLEDAY, agricultural director of WFBL Syracuse, N. Y., is in Albany attending annual meeting of county fair executives.

GENE MEYER, new to radio, has joined farm news department of WHO Des Moines, Iowa.

RUSS SINER, former news editor of KSAL Salina, Kan., and INS reporter in Oklahoma, New Mexico and Arizona, has joined news staff of KRUX Phoenix.

DICK BAKER, new to radio, has joined KRDU Dinuba, Calif., as announcer-newscaster.

WAPI Birmingham, Ala., has added a radio-telephone in its mobile unit as latest step toward complete on-the-spot coverage of local news extras.

ED KIRK, news editor at WPTF Raleigh, N. C., is the father of a girl.

JAMES R. SCHLOSSER, Coast Guard veteran, has joined news writing staff of WTMJ-FM Milwaukee.

No Price Surge

WHILE RADIO receiver prices have been decontrolled in Canada, the Radio Manufacturers Assn. of Canada indicated at its Jan. 28 meeting at Toronto that there is to be no upward surge of prices to consumers. Canadian radio manufacturers are making every effort to hold the line on prices, S. L. Capbell, RMAC president, stated.

Fire Coverage

FIRST emergency spot news coverage by new mobile shortwave transmitter of KMO Tacoma, Wash., took place just a quarter hour after the FCC sent telegraphic approval for the program license. Approval arrived at 10 a.m., Jan. 30, as a two and a half million dollar fire broke out in local plant of Centennial Flouring Mills on Tacoma's waterfront. Chief Engineer Max Brice rolled the mobile unit to scene of fire and, assisted by Ted Knightlinger, continuity chief, gave an eye-witness story of fire throughout morning hours.

JOHN DUNN, ABC news writer, is the father of a girl, Nora.

RED BARBER, CBS sports director, has sent invitations to 175 high school editors to attend special press conference at CBS studio building, New York, Feb. 26 at 4 p.m. As result of receiving numerous requests for interviews, Mr. Barber stated that he is holding conference to get "all of us together and talk about what you wish."

KFXD Boosts Power

KFXD Boise-Nampa, Ida., held a one-hour program Jan. 27 to mark two events in its expansion program, an increase in power to 1 kw and the inauguration of regularly scheduled programs on its affiliated FM outlet, KFXD-FM. The increase in power was accompanied by a move to a new spot on the dial, 580 kc. KFXD formerly operated with 250 w on 1230 kc. Highlights of the one-hour program included specially recorded congratulatory messages from Edgar Kobak, president of MBS, and Phil Carlin, Mutual vice president in charge of station relations.

IN EASTERN NORTH CAROLINA THE DIALS STAY TUNED TO

WRRF

In every section of the nation there is one station that is recognized as the leader. In Eastern North Carolina, heart of the rich Bright Leaf Tobacco Belt, that station is WRRF.

WRRF is the regional station of a wealthy and growing market of 600,000 population. The WRRF trade area, radiating from its home in Washington, N. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.

Last year's tobacco crop alone brought $175,000,000.00 into this market. This market is a stable economy soundly based on agriculture. Its increase in buying power is due to higher prices for its premium products and increased yields brought about by scientific farming methods.

If you want to reach this "as good as gold" market . . . invest your advertising dollar in WRRF. Write us today for our new informative booklet.

Affiliated With
ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
WASHINGTON, NORTH CAROLINA
National Representatives
FORJOE & CO.
New York . Los Angeles . Chicago

U. S. Programs Continue Most Popular in Canada

AMERICAN PROGRAMS continue to lead in popularity in Canada, according to the Elliott-Haynes survey for January, released at Toronto Feb. 10. English-language evening programs were led by *Charlie McCarthy* with a rating of 40.6, followed by *Radio Theater* 37.5, *Fibber McGee and Molly* 36.1, Fred Allen 29.3, *Ozzie and Harriet* 28.9, *Amos and Andy* 25.5, *Album of Familiar Music* 23.9, *Duffy's Tavern* 21.6, *NHL Hockey* (Canadian program) 21.5, and *Take It Or Leave It* 21.4.

Among English-language daytime programs for January the first five were: *Ma Perkins* 18.1, *Happy Gang* (Canadian program) 17.1, *Big Sister* 16.4, *Pepper Young's Family* 16, *Life Can Be Beautiful* 14.5.

French-language evening programs, all originating in Canada, show first five in January to be *Le Ralliement du Rire* 43.8, *On Homme et son Peche* 42.7, *Talents de Chez Nous* 39.4, *Enchantant dans le Vivoir* 38.6, and *Metropole* 36.5. French daytime programs were *Rue Principale* 26.8, *Jeunesse Doree* 26.3, *Joyeux Troubadours* 22.3, *Quelles Nouvelles* 19.5, and *Tante Lucie* 18.7.

COMIC strip is being used to promote Wildroot Cream-Oil and CBS show "Adventures of Sam Spade," sponsored by Wildroot Co.

KFMB Sells SAN DIEGO

KFMB is San Diego's exclusive ABC station. Followers of ABC top flight shows depend on KFMB for primary reception. They listen. We sell. You profit.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

MINNESOTA U. HOLDS RADIO NEWS COURSE

RADIO NEWS editors from stations in Minnesota, Iowa and North and South Dakota attended the First Annual Radio News Short Course, Feb. 14-15, at the School of Journalism, U. of Minnesota. A committee appointed at the NAB Radio News Clinic held last May, in cooperation with the School of Journalism, arranged a series of roundtable discussions and talks on news editing problems. Prof. Mitchell V. Charnley of the Journalism School was chairman. Assisting him were: Jack Dunn, WDAY Fargo; Orrin Melton, KYSM Mankato, Minn.; John Verstraete, KSTP Minneapolis-St. Paul.

Discussion subjects and their participants included: "Effective Use of the Wire Services," Mr. Melton; Wally Mitchell, UP; Alvin Orton, AP. "Writing Radio News Copy," Mel Nelson, WHO Des Moines; Fred Worthington, KSTP; Ralph Andrist, WCCO Minneapolis. "Covering Local and Regional News," James Baccus, WDAY; Warner Tideman, KATE Albert Lea; Fred C. Schilplin, KFAM St. Cloud. "Local Commentary and Public Service Shows," William Krueger, Duluth; Dick Anthony, KILO Grand Forks; William Jensen, KUOM U. of Minnesota.

Dr. Ralph O. Nafzger of the Minnesota School of Journalism discussed radio audience and listener research. Dr. Fred S. Siebert of the U. of Illinois School of Journalism, spoke on radio law and libel; while William Ray, manager of NBC Central Division and special events, told of the uses of the wire recorder, and gave a demonstration.

Halifax Teen-Agers Buck Standby Orchestra Rule

PETRILLO, or his Canadian deputy, Walter M. Murdoch, has run into a new group determined to fight the union ukase calling for a union musician standby orchestra. The Halifax Tri-Teen Council, a group of teen-agers, plans to air a five minute non-commercial amateur orchestra program on a Halifax radio station. With no pay for the orchestra, and the live program scheduled for an afternoon period when stations can play recordings, so that no union musicians are being done out of a job, the teen-agers are up in arms over the Halifax local's ruling that they cannot go on the air without paying a union standby orchestra.

Said Roy Smith, Halifax director of civic recreation: "I'm sure that if anybody is going to be made destitute for lack of five minutes' employment, the teen-agers will pass around the hat." And 19-year-old Donald Dakin, chairman of the teen-agers' radio committee, is reported by Canadian Press at Halifax as saying: "This is not a personal affair, but a matter of principle."

TECHNICAL

WILLIAM MUELLER, transmitter engineer at WFBL Syracuse, Feb. 8 married Elizabeth Crowell.

ARTHUR KANTROWITZ, WLIB New York engineer, March 23 is to marry Jeanette Zander.

SAMUEL M. THOMAS of RCA Communications Inc., New York, has been appointed assistant chief engineer. Mr. Thomas joined RCA in March 1946 and has been responsible for much of engineering and planning phases of company's current modernization program, which includes conversion of its worldwide radiotelegraph system from Morse to semi-automatic tape relay and telegraph printing operations.

Mr. Thomas

ROSS WHITESIDE, chief engineer of CKMO Vancouver, B. C., Feb. 8 married Velma Turner of Vancouver.

ROBERT E. LEE, technician at KFMB San Diego has been named chief engineer. He succeeds **VERN MILTON** who resigned to become chief engineer of KSDB San Diego, new 5000 w station on 1510 kc now under construction.

JOHN CLEARY, Merchant Marine veteran, has joined control room staff at WFBL Syracuse, N. Y.

WILLIS HEAGY, new to radio, has joined engineering staff of WLBR Lebanon, Pa.

Palmer Co. Retained

SYNDICATE THEATRE Inc., Columbus, Ind., has retained Fred Palmer Co., Cincinnati, as station consultant for its new class B FM outlet, WCSI, authorized last November for 95.3 mc, 31 kw.

Kroger

WBNS HELPS KROGER CHALK UP SALES GAINS

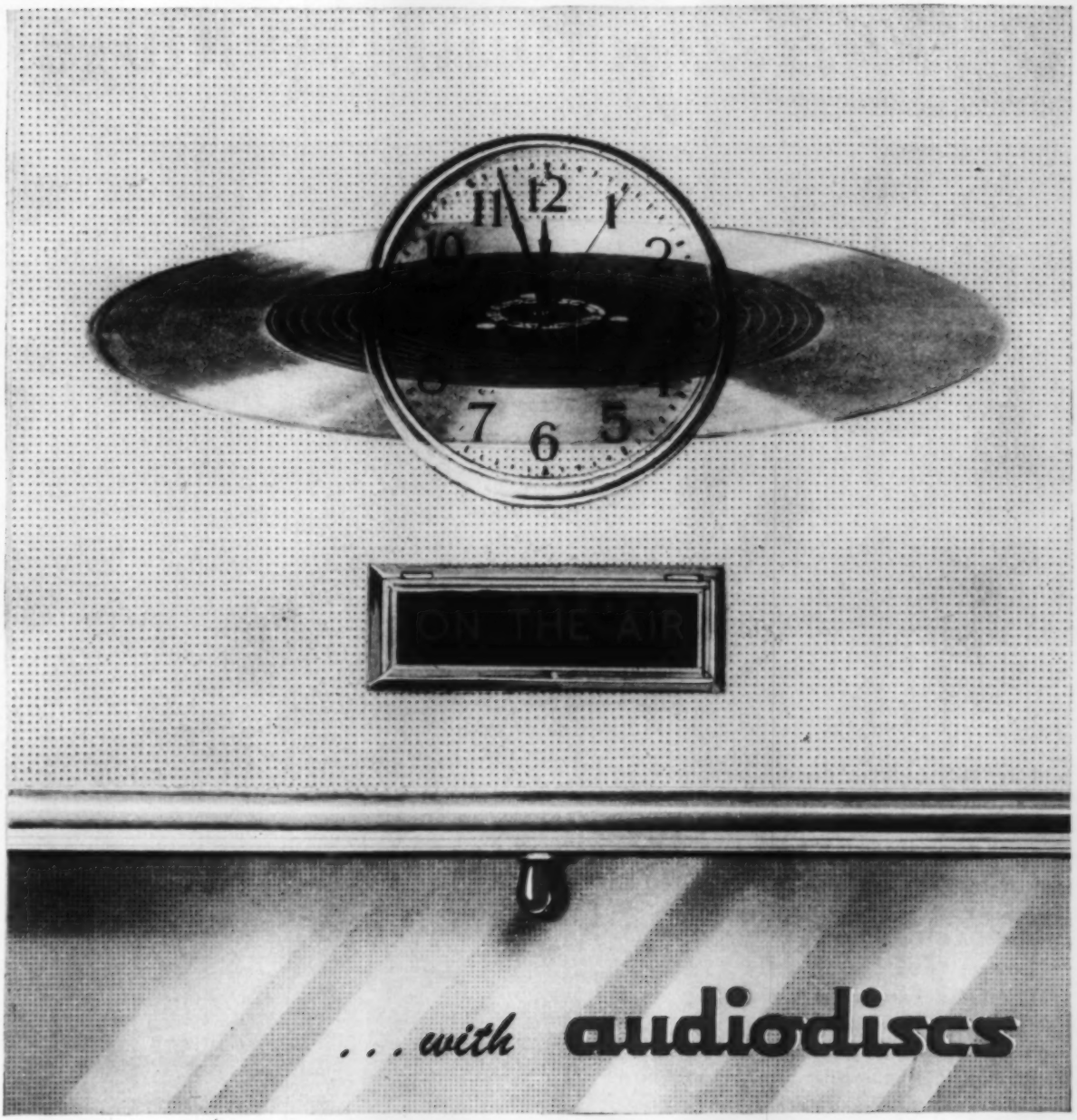
WBNS gets results. Kroger has been proving this for eight years.

ASK JOHN BLAIR
in Columbus, Ohio, it's

COVERS CENTRAL OHIO

WBNS

163,550 WBNS FAMILIES IN CENTRAL OHIO



The clock on the studio wall and the important warning signal below it are two ever-present reminders on which radio broadcasting depends.

Today, approximately half the time this warning signal appears in the broadcasting stations throughout the country, the studio clock is measuring the time of transcribed programs. This large proportion of broadcast time devoted to recorded programs is a significant tribute to the advancement in the quality of sound recording and reproduction.

In this spectacular trend of broadcasting, AUDIODISCS have played a basic role. These recording discs are the ones most extensively used for instantaneous recording, for the original sound recording in making pressings and for the Master discs used in the electroplating process

If it's worth recording—it's worthy of an AUDIODISC See your local AUDIODISC distributor or write:

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

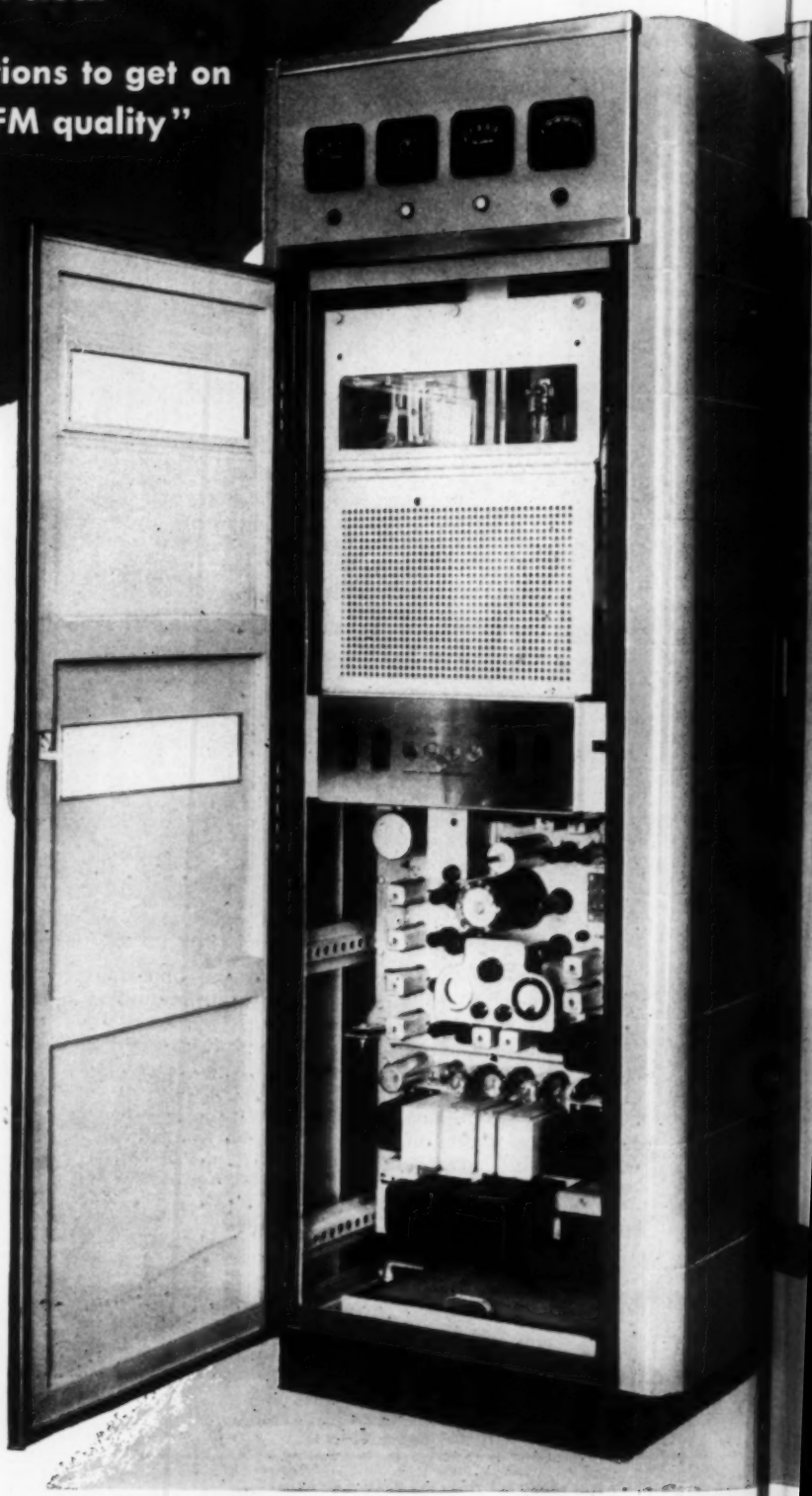
Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.

Audiodiscs are manufactured in the U. S. A. under exclusive license from PYRAL, S. A. R. L., Paris.

they speak for themselves **audiodiscs**

No Waiting for this pace-setting

- **Delivery can now be made from stock**
- **A quick way for low-power stations to get on the air immediately with true "FM quality"**
- **A simple, low-cost way for high-power stations to meet standby requirements**



RCA's popular "Direct FM" 250-watt transmitter has just about everything you might want: record-breaking performance, operating convenience and economy, and attractive styling. RCA FM transmitters are now being used or installed by more than 200 stations across the country—either separately or to drive a higher power RCA FM transmitter.

The BTF-250A incorporates RCA's exclusive "Direct FM" exciter. The straightforward circuits in this unique design keep distortion and noise level lower than with any other type yet developed. Distortion is less than one-half of one per cent over the entire FM range of 30 to 15,000 cycles. Frequency response is constant within ½ db over the same range.

The entire transmitter is mounted in one smartly styled cabinet . . . with full-width doors, front and back. Vertical-panel construction is used throughout. All exciter components are front-panel mounted; all wiring and controls are easily accessible.

In conjunction with the new RCA Pylon FM antenna (see opposite page), we believe this to be the finest transmitting equipment now available—for everyday use in low-power stations, and for standby installation with higher power transmitters.

We'll be glad to send you complete specifications and prices. Write: Dept. 19-C, Broadcast Equipment Section, Radio Corporation of America, Camden, N. J.

ng 250-watt FM Transmitter...

THIS NEW, LIGHTWEIGHT "PYLON" ANTENNA, made of aluminum, has a higher gain, height for height, than any other FM station antenna on the market. It is self-supporting, easier to erect, and has only one feed point. Only two sizes of radiators are required to cover the entire FM band. One size covers the lower half and a slightly shorter cylinder covers the higher half of the band. No tuning is required. Now available, complete with transmission lines and hardware.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

WAAT

IS THE RADIO BUY IN THE METROPOLITAN NEW YORK AREA

The Surveys Prove It....

Mail Counts Prove It....

and—

74 Advertisers Prove It

Because...

WAAT DELIVERS MORE LISTENERS PER $ IN NORTH JERSEY—AMERICA'S 4th LARGEST MARKET* THAN ANY OTHER STATION... INCLUDING ALL 50,000 WATTERS. *(EVEN BEFORE CONSIDERING THE BONUS AUDIENCE IN THE 5 BOROUGHS OF NEW YORK CITY.)*

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Teledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.

WAAT 970 ON THE DIAL

NEWARK-NEW JERSEY

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

JACK ROURKE PRODUCTIONS, Hollywood program packager, has set up radio idea exchange service and has arranged to offer best of those submitted to agencies and advertisers. All program ideas must be recorded.

MUSIC COMMERCIALS BY NOVAK, New York, is offering 10 commercials asking return of empty milk bottles. Chain breaks, full minute spots are included. Spots available to dairies through local stations.

FREDERICK W. ZIV Co., New York and Cincinnati package firm, has applied for papers of incorporation in Ohio.

ROBERT D. MICHELS, former secretary-treasurer of Roberts, Fullerton & Liberty Amusements Co., Chicago, has been appointed vice president in charge of transcription division of Louis G. Cowan Inc., New York.

BING CROSBY ENTERPRISES, Hollywood, has appointed Larry Allen Inc., that city, as representatives for promotion and sale of packaged radio shows.

FRANK MARGESON, formerly with World Broadcasting Co., New York, and prior to that with Frederick Ziv Co., Cincinnati, has joined Harry S. Goodman Radio Productions, New York, as New England representative.

NEW 1947 Porto-Playback machine of Charles Michelson Inc., New York, for playing 16 inch transcription recordings at 33⅓ r.p.m. and phonograph records, is now in use in over 685 stations, firm reported last week. Machine is equipped with latest type crystal pick-up arm with permanent sapphire stylus and new 6½ inch permanent magnet speaker with special oversized magnetic field.

ELEANOR BROCKHOFF, office manager of John Guedel Productions, Hollywood program packager, and **HENRY ROWLAND,** radio-film actor, Feb. 2 were married in Las Vegas, Nev.

FRANK ALVIN, formerly of National Concert Artists, has joined Ken Dolan Agency, Hollywood talent service and program packager, as contact man on radio and motion pictures for clients.

ABC LEADS CHICAGO NETWORK PRODUCTION

ABC's CENTRAL Division took the lead in efforts of the four networks to stimulate Chicago radio production, with a total of 21 programs originating through its station, WENR.

Latest shows fed by the Central Division to the network—all time CST—include *Gypsy Nights* (Tues. 6:30-7 p. m.), *Those Sensational Years* with Quin Ryan (Thurs. 8:30-9 p. m.), *Skip Farrel Sings* (Mon. - Thurs. - Fri., 7:15 - 7:30 p. m.), *Tommy Bartlett Show* (Mon.-Fri. 3-3:30 p. m.), *Barbecued Riffs* with Studs Terkel (Thurs. 6:30-7 p. m.), Alex Joseffer, pianist (Sun. 2:30-2:45 p. m.), and *Fascinating Rhythm* (Sat. 12:30-1 p. m.).

The increase in ABC Central Division origination was attributed to the low cost of talent in Chicago, with sustaining programs costing the network approximately $3,000 a week, exclusive of music.

Most pretentious of the Chicago ABC programs are: *Those Sensational Years*, employing a large cast and orchestra, and *Barbecued Riffs*, which will feature guest talent and orchestras directed by George Barnes and Ralph Martire.

B. K. BROADHEAD, president of Allied Record Mfg. Co., Hollywood, is the father of boy born Jan. 28.

COMMAND RADIO PRODUCTIONS has moved Hollywood offices to 6331 Hollywood Blvd. Telephone is Granite 7450.

CORN FESTIVAL

Farmers From 16 States Send Exhibits to WHO Show

WHO Des Moines' National Radio Corn Festival, inaugurated 10 years ago on a small scale, has grown to be what the station claims is the largest event in the United States solely devoted to the display of corn. In the tenth annual show, held at the Kirkwood Hotel, Des Moines, on Jan. 25 and 26, corn was displayed by 469 exhibitors from 16 states, the station management reports.

When WHO a decade ago invited its listeners to send in representative samples of corn to compete for prizes in three different classes, only three tables were needed to display the product. Instead of three classes at the tenth annual show there were 37, and the number of entries totaled more than 1,000.

All classes were competitive, but WHO emphasized the educational phase in some. For example, the 10-ear, highest-grading class, proved that feeding values differ in certain types of corn. Equipment used in connection with the study of this class included a corn sheller, scales, sample divider, moisture tester and a test weight device.

WWC Trains Students

NEW wired wireless station, WWC at Stephens College, Columbia, Mo., is now broadcasting within the limits of the campus on 730 kc. Station will be used to train students for a place in the radio industry. Station was first conceived last March when the Radio Department of Stephens College, under director Hale Aarnes, invited twelve authorities from radio and advertising to serve as a radio advisory Committee. Arthur F. Rekart, chief engineer for KXOK St. Louis, designed the studio layout and technical facilities. WWC is equipped to feed any network, maintains a line to KFRU Columbia and can feed KXOK through KFRU.

21 YEARS *Young!*

WDOD

CHATTANOOGA, TENN.

CBS

5,000 WATTS DAY AND NIGHT

first IN ADVERTISING, LISTENER ACCEPTANCE, AND PUBLIC SERVICE

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

WKBB

First in DUBUQUE

Iowa's Fastest Growing City

JAMES D. CARPENTER
Executive Vice President

Represented by
HOWARD H. WILSON CO.

PROGRAMS

LOCAL LIVE talent is presented on "Starkist Amateur Show," heard on KMAC San Antonio, Tex., Sun. 6-6:45 p.m. Sponsored by The Starkist Co., San Antonio (Flotation toothpaste, etc.), show has begun its second 13-week series. Prizes are awarded to each weekly winner and at close of series three top winners are selected, with top winner receiving first prize of four-door Plymouth sedan. Twenty-five amateurs are auditioned each week and 12 are selected to appear on Sunday show. Corinne Griffith, San Antonio pianist, directs series and handles auditions and programs.

KXEL Farm Features

DISCUSSIONS of national farm news, market trends, and production outlooks are presented on "Mr. Farmer, USA," over KXEL Waterloo, Iowa, Tues. 9 p.m. Hugh Muncy, KXEL farm director, conducts show, which also includes transcribed interviews prepared by radio farm editors from various sections of the nation. Mr. Muncy also is in charge of fourth annual Farm Forum sponsored by KXEL to be held in Waterloo on March 20. Subject for this year's forum will be soil conservation.

Program Exchange

ARRANGEMENTS are being completed for an exchange programming policy between KDKA Pittsburgh and North American Service, which has charge of American programs heard in France. Vickey Corey, KDKA education director, is negotiating with Robert Lange, director of North American Service, for exchange to be part of "Youth Looks at the News," KDKA teen-age feature, heard Sat. 9:15-9:30 a.m. Program already has working arrangement with BBC and CBC. Jean Oulif of Radio Diffusion Francis, Paris, within past fortnight visited KDKA to discuss educational and public service programs and arranged for transcribed programs at U. of Pittsburgh and at Carnegie-Illinois Steel Corp. plants.

Capitol News

ROUNDUP of activities and accomplishments of California Legislature and national Congress is basis of "Report From the Capitols," new show on KFBK Sacramento, Calif. Aired Sun. 9 a.m., show features George Helmer, news editor, interviewing Herbert L. Phillips, political editor of McClatchy Newspapers, owner of KFBK, on legislative matters. Congressional phase of program is presented by KFBK announcer from data prepared in Washington by Edward H. Dickson, staff writer of McClatchy Newspapers and McClatchy Broadcasting Co.

Experimental Series

SERIES of 20 Wednesday evening programs designed for French listeners has been started on CKAC Montreal. Titled "CKAC's Experimental Studio," series is conducted by French-language producers who present what each considers would be most interesting program for French listeners. Producers have been allotted standard budget by CKAC to cover talent and production costs. Series features program each week by different Montreal producer.

Aids Needy

AID for needy families is being solicited on "Sunshine and Shadows," heard Sun. 1:45 p.m. on WFEA Manchester, N. H. George Christie, WFEA sportscaster, with cooperation of Salvation Army and Veteran's Administration, gathers reports on needy families in area and airs case histories on show. He concludes each report by asking for aid from listeners. While Mr. Christie continues show with recorded music, members of local Lions Club take over switchboard and answer incoming calls from contributors.

'Hits of a Decade'

SONG HITS of past decade are featured each weekday morning on CKMO Vancouver, B. C. "Hits of a Decade." Show features authentic hit parade listings of past 10 years, with date of listings given. Listeners compete for cash prizes for naming first two of top tunes played.

Sports Bulletin

KLO Ogden, Utah "Winter Sports Bulletin" carries official weather data, highway information and reports on snow conditions at skiing spots in the area. Program also includes brief news items on winter sports, such as winter carnivals, ski events, and items of interest concerning local sportsmen. Show is heard four times each weekend, Fri. through Sun. morning, sponsored by local insurance firm.

Patriotism Contest

CONTEST titled "I'm Proud to Be an American" was held this month on Mark Sheeler's program, "Mark Remarks," on WINC Winchester, Va. Winners were to be announced Feb. 16, with three winners each receiving a bust of the late Franklin Roosevelt. Listeners were requested to submit their reasons, in 50 words or less, of why they are proud to be Americans.

Edison Centennial Week

CELEBRATION of Edison Centennial Week, Feb. 8-16, was observed at WINK Ft. Myers, Fla., with numerous special broadcasts under general title of "Edison Pageant of Light." Broadcast of opening of Edison Open Golf Tournament Feb. 8 led off the station's activities, followed by special memorial programs each day. Sun. Feb. 16 closed celebration when WINK aired fifteen minute program, "Edison and Ft. Myers," written and directed by George T. Case, WINK manager.

Polio Series

SERIES designed to remind audiences that polio is year 'round affliction whose victims need public's assistance at all times, will begin Feb. 23 on WPAT Paterson, N. J. New weekly programs are titled "The Children's Story Room" Sun. 9:15-9:30 a.m. Conducted by Joan Bradley, guest relations department of Du Mont Television Corp., new series will be presented in cooperation with New Jersey Division of the National Foundation for Infantile Paralysis. Program each week will be dedicated to a child who is suffering from polio in some New Jersey hospital. Series will appeal for financial support of National Foundation and for letters and presents from listeners to "child of the week."

Scouts on WOR

BOY SCOUTS of America Feb. 12 "took over" WOR New York, marking 37th anniversary of the Scouts. Uniformed Scouts were given office posts in program, sales, news and special features, transcription, engineering, promotion and publicity departments, with a Scout assigned to each program on station that day. In addition, special tour of station's facilities and luncheon with station executives were given to Scout members.

Junior Fashion Board

JUNIOR FASHION Board has been organized in conjunction with "Time for Teens," show heard on WTAG Worcester, Mass. Fifteen high school girls interested in fashions were chosen for board by Mavis Jackson, moderator of "Time for Teens." Girls will assist Miss Jackson in organizing spring fashion show to be held in teen-age department of Denholm & McKay Co., sponsor of show.

CFRB Quiz Show

WEEKLY quiz show on CFRB Toronto offers $200 prize for correct answer to question-of-the-week, and additional $800 the following week if winner can stump Roy Ward Dickson, producer of show, with word he cannot spell. Lyons Tea sponsors show.

WCCO Classroom

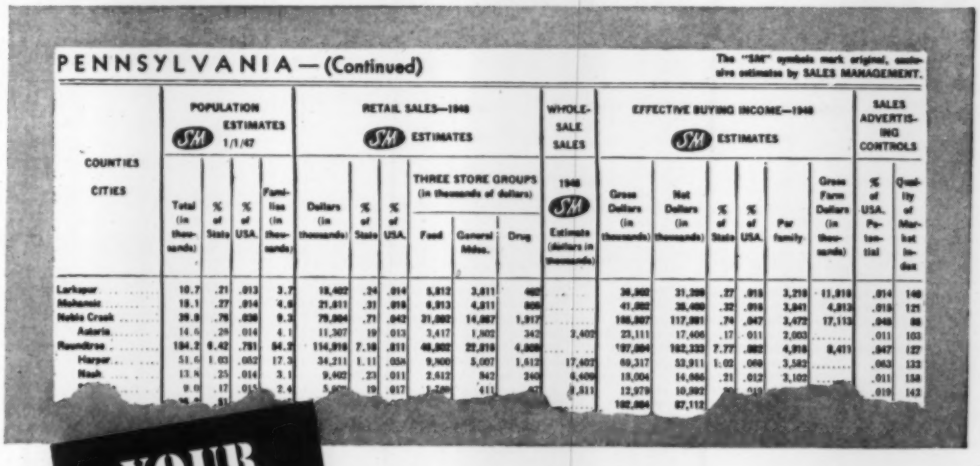
RADIO speech extension course of U. of Minnesota is meeting weekly in studios of WCCO Minneapolis. Two-hour class in speech and radio psychology is under instructorship of E. W. Ziebarth, director of education for WCCO and Central Division of CBS. Each WCCO department head will address class with brief explanation of his department's activities.

Coast Guard Series

ACTIVITIES of U. S. Coast Guard and music by Coast Guard Band are featured on MBS "Coast Guard on Parade," broadcast from Coast Guard Academy through WNLC New London, Conn., Mon. 12:30-1 p.m. Thirty minute sustaining program started Feb. 3 and will run for 26 weeks. Show is produced by Dave Grant of Newell-Emmett Co., New York.

School Quiz

SCHOOL-AGE quiz between city school children and rural students is format for new show on WLBR Lebanon, Pa. Conducted by Al Bruce, WLBR announcer, show presents winning school with large supply of milk from a local dairy, sponsor of the feature.


PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES / CITIES	POPULATION ESTIMATES SM 1/1/47 Total (in thousands)	% of State	% of USA.	Families (in thousands)	RETAIL SALES—1946 SM ESTIMATES Dollars (in thousands)	% of State	% of USA.	THREE STORE GROUPS (in thousands of dollars) Food	General Mdse.	Drug	WHOLESALE SALES 1946 SM Estimates (dollars in thousands)	EFFECTIVE BUYING INCOME—1946 SM ESTIMATES Gross Dollars (in thousands)	Net Dollars (in thousands)	% of State	% of USA.	Per family	Gross Farm Dollars (in thousands)	SALES ADVERTISING CONTROLS % of USA. Population	Quality of Market Index
Larkspur	10.7	.21	.013	3.7	18,402	.24	.014	5,812	3,811	482	..	36,362	31,288	.27	.015	3,218	11,818	.014	140
Mohawk	18.1	.27	.014	4.6	21,811	.31	.016	6,913	4,011	806	..	41,082	36,480	.32	.016	3,841	4,812	.018	121
Noble Creek	39.9	.76	.038	9.3	79,804	.71	.042	31,882	14,887	1,917	..	108,887	117,881	.74	.047	3,472	17,113	.048	88
Asteria	14.6	.28	.014	4.1	11,307	.19	.013	3,417	1,802	342	2,402	23,111	17,406	.17	.011	2,053	..	.011	103
Raindrop	184.2	9.42	.751	54.2	154,916	7.16	.811	48,802	22,016	4,806	..	197,884	162,333	7.77	.882	4,916	8,411	.847	127
Harper	51.6	1.03	.052	17.3	34,211	1.11	.056	9,900	5,007	1,012	17,402	69,317	53,911	1.02	.060	3,582	..	.063	133
Nash	13.8	.25	.014	3.1	9,402	.23	.011	2,612	842	240	6,406	18,004	14,666	.21	.012	3,102	..	.011	158
[illegible]	9.0	.17	.013	2.4	5,807	.19	.017	1,209	411	67	1,511	12,979	10,892	.20	.010	..	..	.019	142
[illegible]	[illegible]	.81	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	102,884	87,112	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

YOUR MARKET at the advertiser's fingertips... in the 1947 SURVEY OF BUYING POWER

Here are sample tables showing the new and exclusive data on counties and cities that will appear in SALES MANAGEMENT's forthcoming 18th annual *Survey of Buying Power*, to be published May 10th. (Tables reduced from 7 inch width and give dummy figures only.)

New Features in the 1947 *Survey* include:

1. City and county data listed together (cities indented under corresponding county).
2. The only 1947 estimates of local populations, prepared with the cooperation of the Bureau of Census.
3. Complete metropolitan county area data following the city and county tables for each state.

For all the details about the new 1947 *Survey* and how you can use it in media promotion, write and ask for a copy of *"How to Define and Sell A Local Market,"* our 12-page brochure just off the press.

Closing date for reservations in the city and county section of the *Survey* is March 10th, and all advertisers are urged to make reservations well in advance since position will be assigned on a first-come, first-served basis.

Sales MANAGEMENT

386 Fourth Avenue, New York 16, N. Y.
333 North Michigan Ave., Chicago 1, Ill.
15 East de la Guerra, Santa Barbara, Calif.

DIRECTOR OF SALES — THE FIRST WORD ON MARKETS — THE LAST WORD ON MEDIA — ABC — ABP

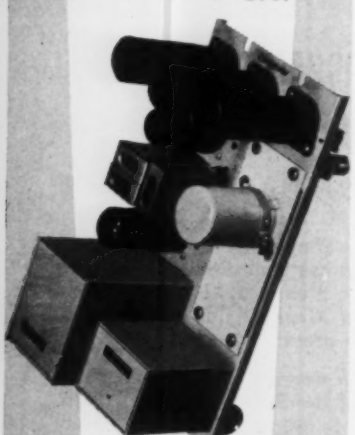
PROGRAM AMPLIFIER by Langevin . . .

The Langevin 102-A program amplifier is a two stage fixed gain unit which meets all requirements for FM.

This compact, dependable amplifier provides +28 dbm output level and has a frequency characteristic of ±1 db over the range 30-15,000 cycles. Operating from input impedance of 250 or 600 ohms, this unit has a normal gain of 55 db with provisions for decreasing to 45 or 35 db. The output impedance is 150 or 600 ohms.

Complete specifications on this quiet, low distortion amplifier can be obtained by writing to Department C-1.

The Langevin Company
INCORPORATED
NEW YORK: 37 W. 65 St., 23 • SAN FRANCISCO: 1050 Howard St., 3 • LOS ANGELES: 1000 N. Seward St., 38



Worthy of an Engineer's Careful Consideration

ACTIONS OF THE FCC

FEBRUARY 7 TO FEBRUARY 13

Feb. 7 Decisions . . .

BY THE COMMISSION

AM—1340 kc

Audrian Bcstg. Corp., Mexico, Mo.—Granted CP for new station, 1340 kc, 250 w, unlimited, and granted petition to amend said application to show changes in corporate ownership, program policy and management.

AM—1340 kc

KHMO Hannibal, Mo.—Granted change of operating assignment from 1340 kc, 250 w, unlimited, to 1070 kc, 1 kw night, 5 kw day, DA, conditions.

Petition Denied

WBAL Baltimore—Denied petition to correct Commission's report on Public Service Responsibilities of Broadcast Licensees and requesting postponement of hearing now scheduled for Feb. 24, for reasons set forth in memorandum opinion dated Dec. 20, 1946.

BY COMMISSION EN BANC

AM—910 kc

Piedmont Bcstg. Co., Greenville, S. C.—Designated for hearing application for new station 910 kc, 1 kw, daytime, and ordered WJHL Johnson City, Tenn., be made party to proceeding.

Petition Denied

Enterprise Publishing Co., Douglas, Ga.—Denied petition for reconsideration, or in alternative, for immediate hearing, directed against Commission's action of Dec. 3, 1946, granting application of Downing Musgrove, Douglas, Ga., for modification of CP to obtain approval of transmitter site for new station authorized Aug. 22.

AM—1540 kc

Bayou Bcstg. Co., Baton Rouge, La.—Designated for hearing in a consolidated proceeding now scheduled for Feb. 17, on application of Bayou Bcstg. Co. and other conflicting applications, its petition for leave to amend above application so as to specify power of 50 kw day, 10 kw night with DA, on frequency 1540 kc (instead of 250 w day, 100 w night, non-DA, unlimited) to determine whether proposed amendment should be accepted for filing, and to determine same issues with relation to proposed amendment as are to be determined on application as filed Nov. 19, 1946, in event the proposed amendment should be accepted for filing.

Petition Denied

National Assn. of Broadcast Engineers and Technicians—Denied petition requesting Commission to reopen record in the proceeding upon the applications of WDNC WRAL and Public Information Corp. for the purpose of introducing into the record evidence concerning alleged unfair labor practices on the part of Durham Radio Corp. (WDNC).

Petition Granted

KBIX Muskogee, Okla.—Granted petition for reconsideration and grant without hearing of application for renewal of license for KBIX for the regular period. Application for new FM station was removed from the hearing docket.

Petition Denied

WHYN Holyoke, Mass.—Denied petition for review of action taken by presiding officer of motions docket, granting in part petition filed Jan. 16 by Pynchon Bcstg. Corp., Springfield, Mass., insofar as it requested continuance to Feb. 17 of consolidated hearing on WHYN's application and that of Pynchon Bcstg. Corp., and affirmed action of said presiding officer.

Petition Granted

Pynchon Bcstg. Corp., Springfield, Mass.—Granted petition for leave to amend its applications, so as to show complete change in officers, directors and stockholders of applicant corporation and amendments were accepted.

Petition Granted

KGBC Galveston, Tex.—Granted petition insofar as it requests consolidation of its application, in consolidated proceeding currently scheduled Feb. 17 on applications of Louisiana Bcstg. Co. et al.

Petition Granted

Patroon Bcstg. Co., Albany, N. Y.—Denied petition requesting reconsideration and grant without hearing of its application.

Petition Denied

KGBC Galveston, Tex.—Denied petition insofar as it requests a continuance of the consolidated hearing now scheduled Feb. 17, which request has been joined in by Josh Higgins Bcstg. Co. (KXEL), Waterloo, Iowa.

AM—1300 kc

Frank E. Duhme, St. Petersburg, Fla.—Granted petition requesting that his application for new station on 1300 kc, 1 kw, unlimited, be designated for hearing in consolidated proceeding with application of Florida West Coast Bcstg. Co., Tampa, Fla.

Petition Denied

Fla. West Coast Bcstg. Co., Tampa, Fla.—Denied petition for reconsideration of Commission's action of Aug. 7 designating its application for hearing, and that after reconsideration, to grant said application.

Petition Granted

WTOC Savannah, Ga.—Granted petition for reconsideration directed against Commission's action of Oct. 17, 1946, granting without hearing application of Ken-Sell Inc. for new station at W. Palm Beach, Fla. to operate on 1290 kc, 1 kw, daytime only, and designated said Ken-Sell application for hearing and made WTOC a party intervener.

AM—1370 kc

Radio Anthracite, Pottstown, Pa. and Charles M. Meredith, Silverdale, Pa.—Designated for consolidated hearing application of Radio Anthracite with application of Charles M. Meredith, each requesting new station at their respective locations, to operate on 1370 kc, 1 kw, daytime only.

AM—1170 kc

The Litchfield County Radio Corp. and New City Bcstg. Co., Torrington, Conn.—Designated for consolidated hearing application of Litchfield County Radio Corp., and application of New City Bcstg. Co., both requesting 1170 kc, 1 kw, daytime only.

AM—1080 kc

Western New York Bcstg. Co., Kenmore, N. Y. and John J. Laux, Niagara Falls, N. Y.—Designated for consolidated hearing application of Western New York Bcstg. Co., and application of John J. Laux, each requesting a new station on 1080 kc, 1 kw, daytime only.

AM—1450 kc

Reno Newspapers Inc., Reno, Nev. and The Voice of Nevada's Capital, Carson City, Nev.—Designated for consolidated hearing application of Reno Newspapers Inc. and application of The Voice of Nevada's Capital, each requesting new station to operate on 1450 kc, with 250 w, unlimited.

FM—Conditional Grant

West Central Bcstg. Co., Tulsa, Okla.—Authorized conditional grant for class

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To Prospective Broadcasters—the availability of an Economic Report and Survey Service.

Discussions are invited leading toward such reports in connection with proposed purchases of broadcast properties or the establishment of new stations, including television.

This new service contemplates:

- *Negotiations in behalf of the principal until he desires to enter the negotiations.*
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- *Analysis of business potential and probable rate of return for proposed owner.*
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B FM station subject to further review and approval of engineering details (Comr. Durr voting for hearing).

Feb. 7 Applications . . .

ACCEPTED FOR FILING

AM—600 kc

Coconino Bcstg. Co., Flagstaff, Ariz.—CP for new standard station, 600 kc, 1 kw, DA, unlimited.

AM—690 kc

KELD El Dorado, Ark.—CP to change frequency from 1400 to 690 kc, increase power from 250 w to 1 kw, install new transmitter and DA for night use, and change transmitter and studio locations.

AM—990 kc

KWEM West Memphis, Ark.—Modification of CP, as modified, which authorized a new standard station for extension of completion date.

AM—1300 kc

Frank E. Duhme, St. Petersburg, Fla.—CP for new standard station, 1300 kc, 1 kw, DA for night use, unlimited.

AM—1260 kc

Steel City Bcstg. Co., Gary, Ind.—CP for new standard station, 1260 kc, 250 w, daytime.

AM—960 kc

Abbeville Bcstg. Service, Abbeville, La.—CP for new standard station, 960 kc, 1 kw, daytime.

AM—1480 kc

KVOL Lafayette, La.—CP to change frequency from 1340 to 1480 kc, increase power from 250 w day and night to 5 kw day and 1 kw night, install new transmitter and make change in vertical antenna and install new ground system. (Facilities of KTBS requested).

AM—1240 kc

Max H. Lavine, St. Cloud, Minn.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1240 kc

Pisgah Bcstg. Co. Inc., Brevard, N. C.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1400 kc

Beaufort Bcstg. Co., Washington, N. C.—CP for new standard station, 1400 kc, 250 w, unlimited.

AM—1560 kc

Ramon Agudo Bayamon, P. R.—CP for new standard station, 1560 kc, 250 w, unlimited.

AM—900 kc

Southern Puerto Rico Bcstg. Corp., Ponce, P. R.—CP for new standard station, 900 kc, 250 w, unlimited.

AM—780 kc

WARL Arlington, Va.—Modification of license to change hours of operation from daytime to limited time.

AM—1490 kc

Fairmont Bcstg. Co., Fairmont, W. Va.—CP for new standard station, 1490 kc, 250 w, unlimited.

AM—1450 kc

Joseph P. Ernst, Riverton, Wyo.—CP for new standard station, 1450 kc, 250 w, unlimited.

FM—Unassigned

WCAP-FM Asbury Park, N. J.—Modification of CP which authorized new FM station to change transmitter site, type of transmitter, ERP to 771 w; antenna height above average terrain to 290 feet and make changes in antenna system.

FM—Unassigned

Capital Radio, Columbus, Ohio—CP for new (class B) FM station to be operated on frequency to be assigned by FCC, ERP of 20 kw.

FM—Unassigned

WEEX Forks Township, Pa.—Modification of CP which authorized new FM station to change type of transmitter, ERP to 1 kw, make changes in antenna system and change commencement and completion dates.

FM—Unassigned

WNJD Meadville, Pa.—Modification of CP which authorized new FM station, to specify studio location, change transmitter site, type of transmitter, ERP to 3.56 kw, antenna height above average terrain to 581.5 feet, make changes in antenna system and change commencement and completion dates.

FM—Unassigned

WFIL-FM Philadelphia, Pa.—Modification of CP which authorized new FM station to change completion date.

FM—Completion Date

WCFC Beckley, W. Va.—Modification of CP which authorized new FM station to change completion date.

FM—Completion Date

WJLS-FM Beckley, W. Va.—Modification of CP which authorized new FM station to change completion date.

FM—Completion Date

WBML-FM Macon, Ga.—Modification of CP which authorized new FM station to change completion date.

FM—Unassigned

Florence Bcstg. Co. Inc., Florence, S. C.—CP for new (class B) FM station to

(*Continued on page 72*)

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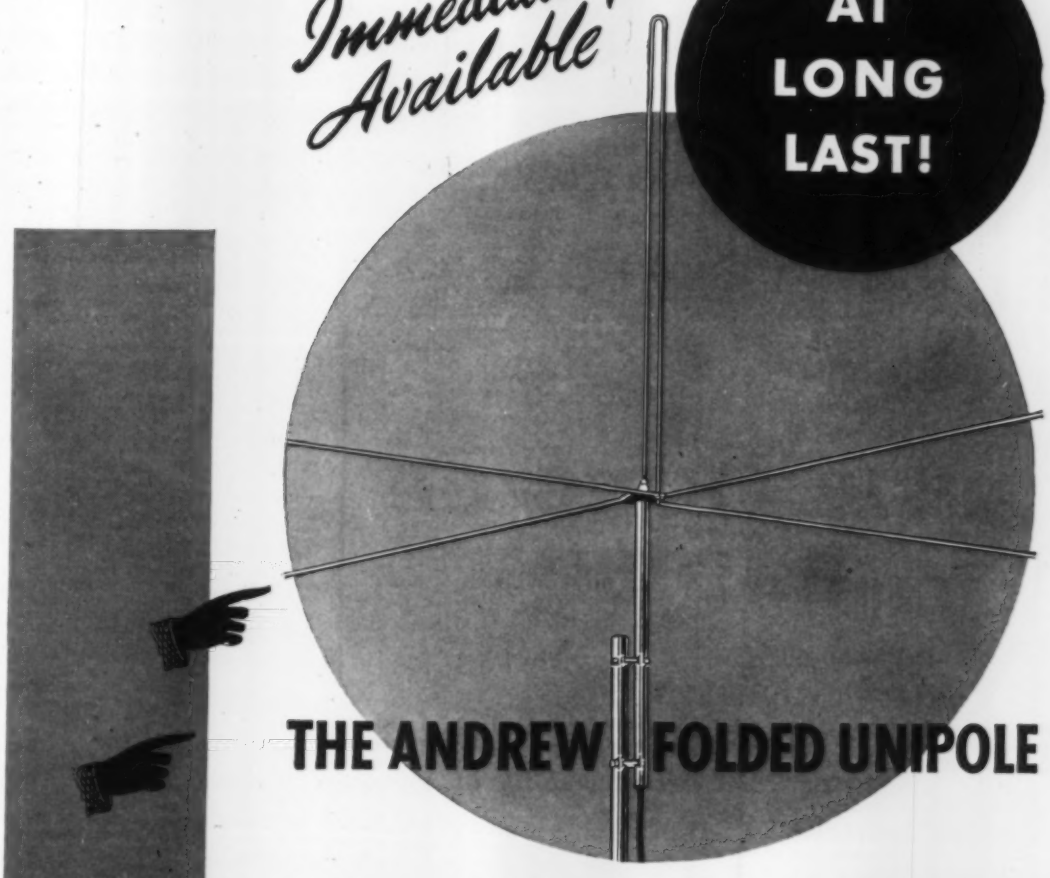

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- Grounded radiating element provides static drain, improving signal to noise ratio and minimizing lightning hazard.
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FCC Actions

(Continued from page 71)

Applications Cont.:

be operated on frequency to be assigned by FCC and ERP 4.5 kw.

FM—Unassigned

Frontier Bcstg. Co., Waco, Tex.—CP for new high frequency FM station, 46,100 kc. AMENDED: to change frequency from 46,100 kc to "to be assigned by FCC", ERP from 31 200 w to 47,850 w, minor changes in geographic coordinates, and make changes in antenna system.

FM—104.1 mc

The Copley Press, Aurora, Ill.—Modification of CP which authorized new FM station to change type of station to class A, specify frequency as channel 281, 104.1 mc, transmitter site, ERP as 1 kw. antenna height above average terrain as 250 feet and specify antenna system.

FM—98.9 mc

Central Bcstg. Co., Eau Claire, Wis.—CP for new FM station, channel 255, 98.9 mc.

FM—Unassigned

Neenah-Menasha Bcstg. Co., Neenah, Wis.—CP for new FM station (class B), frequency to be assigned by FCC, ERP 8.3 kw, and antenna height above average terrain 308 feet.

Application Returned:

AM—1240 kc

Cumberland Publishing Co., Pikesville, Ky.—CP for new standard station, 1240 kc, 250 w, unlimited. RETURNED Jan. 31, 1947.

Application Dismissed:

FM—47.7 mc

Out West Bcstg. Co., Colorado Springs, Col.—CP for new high frequency FM station, 47,700 kc. DISMISSED Feb. 3, 1947 by request of attorney.

Applications Tendered for Filing:

AM—1130 kc

Leavenworth Bcstg. Co., Leavenworth, Kan.—CP new standard station, 1130 kc, 1 kw, daytime.

AM—950 kc

Corn Palace City Radio Corp., Mitchell, S. D.—CP new standard station, 950 kc, 5 kw, unlimited, DA.

AM—650 kc

The McPherson Bcstg. Co., McPherson, Kan.—CP new standard station, 650 kc, 250 w, daytime.

AM—960 kc

Platte Valley Bcstg. Corp., Scottsbluff, Neb.—CP new standard station, 960 kc, 1 kw, daytime.

AM—1450 kc

KOKE Bcstrs., Coquille, Ore.—CP new standard station, 1450 kc, 250 w, unlimited.

AM—1190 kc

Yumesa Bcstg. Co., Yuma, Ariz.—CP new standard station, 1190 kc, 1 kw, unlimited, DA.

AM—1240 kc

Parish Bcstg. Corp., Minden, La.—CP new standard station, 1240 kc, 250 w, unlimited.

AM—550 kc

Jacinte Sugranes, Ponce, P. R.—CP new standard station, 550 kc, 1 kw, 5 kw-LS, unlimited.

AM—1240 kc

Fannin County Bcstg. Co., Benham, Tex.—CP new standard station, 1420 kc, 250 w, daytime.

AM—1400 kc

Seward County Bcstg. Co., Liberal, Kan.—CP new standard station, 1400 kc, 250 w, daytime.

AM—1290 kc

Frequency Bcstg. System, Ruston, La.—CP new standard station, 1290 kc, 250 w, daytime.

AM—1350 kc

WFIN Findlay, Ohio—Involuntary assignment of license to Helen F. Hover, administratrix of the estate of Fred R. Hover, deceased.

AM—1400 kc

Pioneer Valley Bcstg. Co., Northampton, Mass.—CP new standard station, 1400 kc, 250 w, unlimited. (Contingent on grant of WHYN to change frequency).

AM—1190 kc

WKJB Mayaguez, P. R.—CP to change frequency from 1340 to 1190 kc, 250 w to 10 kw, install new transmitter and DA for day and night use.

AM—1290 kc

KRGV Weslaco, Tex.—CP to increase power from 1 kw to 5 kw, install new transmitter, DA day and night and change transmitter location.

AM—1230 kc

KMLB Monroe, La.—CP to make changes in DA for night use.

AM—1440 kc

KEIO Pocatello, Idaho—CP to change frequency from 1450 to 1440 kc, power from 250 w to 500 w, change type of transmitter and install DA for day and night use.

AM—1070 kc

KBKI Alice, Tex.—CP to increase power from 1 to 5 kw, change hours of operation from daytime to unlimited, install new transmitter and DA for night use.

AM—1150 kc

KRKD Los Angeles—Modification of license to increase power from 1 kw night and 2½ kw daytime to 2½ kw day and night.

AM—970 kc

WICA Ashtabula, Ohio—Modification of CP for approval of DA for day and night use.

AM—640 kc

WNAD Norman, Okla.—CP to increase power from 1 to 5 kw, daytime, install new transmitter and change transmitter location.

Feb. 10 Decisions . . .

By COMMISSIONER WAKEFIELD

Southland Bcstg. Corp., North Miami Beach, Fla.—Granted petition for leave to amend application so as to specify 1000 kc instead of 1070 kc; amendment was accepted and application removed from hearing docket.

Peninsular Bcstg. Corp., Coral Gables, Fla.—Commission on its own motion removed from hearing docket application.

Grand Forks Herald, Grand Forks, N. D.—Granted petition for leave to amend its application so as to specify 1260 kc, 1 kw, daytime, 500 w night, instead of 1400 kc, 250 w, unlimited. Amendment was accepted and application removed from hearing docket.

Community Radio Corp., Grand Forks, N. D.—Commission on its own motion removed from hearing docket application.

Constra Bcstg. Co., Richmond, Calif.—Granted petition for leave to amend its application so as to specify 1150 kc, 250 w daytime, instead of 710 kc, 1 kw daytime. Amendment was accepted and application removed from hearing docket.

Wyandotte Bcstg. Co., Wyandotte, Mich.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

Arecibo Bcstg. Co., Arecibo, P. R.—Granted petition for leave to amend its application so as to specify 1190 kc instead of 1400 kc. Amendment was accepted and application removed from hearing docket.

Mario Acosta, Mayaguez, P. R.—Commission on its own motion removed from hearing docket application.

KAKE Bcstg. Co., Wichita, Kan.—Granted petition for leave to intervene in hearing on application of Enid Bcstg. Co., Enid, Okla.

Champion City Bcstg. Co., Springfield, Ohio—Granted petition for leave to amend its application so as to specify 1600 kc instead of 1570 kc. Amendment was accepted and application removed from hearing docket.

Miami County Bcstg. Co., Piqua, Ohio—Granted petition insofar as it requests removal from hearing docket of application. Insofar as petition requests grant without hearing, it is dismissed.

Keokuk Bcstg. Co., Keokuk, Iowa—Granted petition for leave to amend its application for CP, so as to change Paragraph 41 of application to show that making of application was authorized by resolution of board of directors of applicant corporation, adopted at meeting held at Keokuk on Oct. 30, 1946; amendment was accepted.

Calif. Bcstg. Co., Santa Monica, Calif.—Granted petition for leave to amend its application so as to specify 1460 kc instead of 1450 kc; change hours from unlimited to daytime, etc., and amendment was accepted.

KGLU Safford, Ariz.—Granted petition for leave to intervene in hearing upon application of KANS Wichita, Kan. presently scheduled for hearing on March 7.

Union Tribune Pub. Co., San Diego, Calif.—Granted petition for leave to amend its application for an FM station so as to specify exact engineering details as requested by Commission.

Pocahontas Bcstg. Corp., Bluefield, W. Va.—Granted petition for leave to amend its application so as to show that 100 shares of stock of applicant corporation will be made available to general manager of proposed station; to show changes in distribution of stock, etc.; amendment was accepted.

Anson Radio and Bcstg. Co., Wadesboro, N. C.—Granted petition for leave to amend its application so as to specify

1210 kc, 1 kw, daytime instead of 1490 kc, 250 w, unlimited time. Amendment was accepted and application removed from hearing docket.

Regents of the University System of Georgia, Atlanta—Granted petition for leave to amend its FM application to supply corrected engineering information, and to furnish an engineering statement and sketch of proposed antenna in connection therewith, and amendment was accepted.

Clearwater Radio Broadcasters, Clearwater, Fla.—Granted petition for leave to amend its application to show minor changes in directors and stockholders of applicant corporation.

Lincoln Operating Co., Miami, Fla.—Granted petition for leave to amend its application so as to specify 1140 kc, 10 kw, daytime, 5 kw night, instead of 1170 kc, 5 kw unlimited. Amendment was accepted and application removed from hearing docket.

Chippewa Valley Radio and Television Corp., Eau Claire, Wis.—Granted petition for leave to amend its application so as to specify 1050 kc, 1 kw daytime instead of 580 kc, 5 kw-LS, 1 kw night, unlimited time. Amendment was accepted and application removed from hearing docket.

Wooster Republican Printing Co., Wooster, Ohio—Granted petition for leave to amend its application so as to specify 960 kc, 500 w, daytime, instead of 1340 kc, 100 w unlimited. Amendment was accepted and application removed from hearing docket.

Radio Phoenix, Phoenix, Ariz.—Granted petition insofar as it requests reinstatement of its application, and acceptance of amendment filed with petition specifying the 910 kc, 5 kw, unlimited. Application was reinstated and amendment accepted.

Associated Broadcasters, Wadena, Minn.—Granted petition for leave to take depositions in re hearing upon its application scheduled for hearing March 3.

Wyandotte Bcstg. Co., Wyandotte, Mich.—Granted petition for leave to amend its application, to show addition of new partner, Wm. J. Handelsman, to applicant partnership, etc.

Regional Bcstg. Co., Chicopee, Mass.—Granted petition for leave to amend its application for FM station so as to specify certain changes in financial structure of applicant and changes in proposed programming plans, etc.

Lake Worth Bcstg. Corp., Lake Worth, Fla.—Granted petition for leave to amend its application so as to specify 1490 kc, 100 w, unlimited, instead of 1450 kc, 250 w unlimited. Amendment was accepted and application removed from hearing docket.

WHYN Holyoke, Mass.—Denied petition requesting enlargement of issue in re application.

Oklahoma Press Publishing Co., Muskogee, Okla.—Granted petition for leave to amend its application for FM station so as to supply complete engineering information requested.

Capital Bcstg. Co., Annapolis, Md.—Granted petition for leave to amend its application so as to show withdrawal of eight stockholders from and addition of five new stockholders to applicant coroporation; amendment was accepted.

LaSalle County Bcstg. Co., Wewoka, Okla.—Granted petition for leave to amend its application so as to specify 1220 kc, 250 w, daytime, instead of 1490 kc, 250 w, unlimited time. Amendment was accepted and application removed from hearing docket.

San Fernando Valley Bcstg. Co. and Kenneth O. Tinkham, San Fernando, Calif.—Commission ordered that consolidated hearing be scheduled for Feb. 24, at San Fernando.

KTBS Shreveport, La.—Granted petition for leave to amend its application so as to delete name of John C. McCormack as partner in applicant partnership.

Fred Jones Radiocasting and Television Co., Oklahoma City—Granted in part petition requesting leave to take depositions in re its application, et al, limited to 20 public witnesses and one partner.

Ledger Pub. Co., Lakeland, Fla. and Lyle Van Valkenburgh, St. Petersburg, Fla. and Clearwater Radio Broadcasters, Clearwater, Fla.—Ordered that consolidated hearing on these applications scheduled for Feb. 24-25 at St. Petersburg and Clearwater, be advanced to Feb. 17 at Clearwater, Feb. 18 at St. Petersburg, and Feb. 19, at Lakeland.

Asher Bcstg. Service, Quincy, Mass.—Granted petition for continuance of further hearing in re its application, presently scheduled for Feb. 10, and continued same to Feb. 17, 1947.

Mercer Bcstg. Co. and Mountain Bcstg. Service, Princeton, W. Va.—Commission on its own motion ordered that consolidated hearing upon these applications presently scheduled for Feb. 13 at Princeton, W. Va., be transferred to Washington to be held on date now scheduled.

East-West Bcstg. Co., Fort Worth, Tex.—Granted petition for leave to amend its application, so as to specify 5 kw instead of 10 kw, to show changes in DA array, etc.

Frank M. Helm, Modesto, Calif.—Granted petition for leave to amend its application so as to specify 1390 kc instead of 1300 kc. Amendment was accepted and application removed from hearing docket.

Robert Schuler, et al, a partnership, Fresno, Calif.—Commission on its own motion, removed from hearing docket application.

Frank E. Duhme, St. Petersburg, Fla.—Granted petition for leave to take depositions in re his application beginning Feb. 24 instead of Feb. 10; and consolidated hearing on this application and that of Fla. West Coast Bcstg. Co. presently scheduled Feb. 20 was continued to March 26. Also granted petition of Duhme requesting admission of Harvey McGlothlin to bar of the Commission por hac vice for purpose of taking depositions in this proceeding.

WKBZ Muskegon, Mich.—Granted petition for leave to amend its application so as to specify 850 kc, 1 kw, unlimited, using DA, instead of 1490 kc, 250 w, unlimited. Amendment was accepted and application removed from hearing docket.

Pittsburg Bcstg. Co., Pittsburg, Calif. and C. Thomas Patton, Oakland, Calif.—Ordered that further hearing on these applications now scheduled for Feb. 10 be continued to Thursday, Feb. 13, in Washington.

By COMMISSIONER HYDE

WBAL and Public Service Radio Corp., Baltimore—Commission on its own motion continue consolidated hearing on these applications from Monday Feb. 24 to Tuesday, Feb. 25 at Baltimore.

Public Service Radio Corp., Baltimore—Denied request for issuance of subpena for appearance of William Randolph Hearst, an officer and stockholder of WBAL, at consolidated hearing Feb. 25, without prejudice to renewal of said request in course of said proceeding.

By COMMISSIONER DURR

WGCM and WLOX Biloxi, Miss.—Commission, on its own motion, continued oral argument on these applications from Feb. 12 to Feb. 21.

Feb. 10 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

Auburn Bcstg. Co., Auburn, Ala.—CP for new standard station, 1230 kc, power of 250 w, unlimited.

AM—1240 kc

KRDU Dinuba, Calif.—CP to change frequency from 1130 to 1240 kc, change hours of operation from daytime to unlimited time, increase power from 250 w day to 250 w day and night, and make changes in transmitting equipment. (Facilities of KCOK requested.)

FM—Modification

KSMO-FM San Mateo, Calif.—Modification of CP which authorized new FM station to change type of station from class A to class B; frequency to "to be assigned by FCC"; effective radiated power to 75.4 kw, type of transmitter; make changes in antenna system and change commencement and completion dates.

FM—Modification

KLIK San Diego, Calif.—CP to change modification of CP authorizing new FM station to change type of station from class A to class B; frequency to "to be assigned by FCC"; effective radiated power to 75.4 kw, type of transmitter, make changes in antenna system and change commencement and completion dates.

AM—550 kc

KLIK San Diego, Calif.—CP to change frequency from 740 to 550 kc, change hours operation from daytime to unlimited, increase power from 5 kw day to 5 kw day and night, make changes in DA for day and night use and change transmitter location.

AM—1130 kc

KHUB Watsonville, Calif.—CP to change frequency from 1340 to 1130 kc, increase power from 250 w to 5 kw, install new transmitter and DA for day and night use, and change transmitter location.

AM—1450 kc

WWDC Washington—CP to make change in vertical antenna, mount FM antenna on top of AM tower and move synchronous amplifier.

FM—Modification

WFLA-FM Tampa, Fla.—Modification of CP which authorized new FM station to change transmitter site, type of transmitter and change commencement and completion dates.

AM—1250 kc

WCNT Centralia, Ill.—CP to change frequency from 1210 to 1250 kc, change hours of operation from daytime to unlimited, increase power from 1 kw day to 1 kw day and 500 w night and install DA for night use.

FM—91.7 mc

WBEZ Chicago—CP to specify frequency as 91.7 mc, install new equipment and change antenna system.

AM—1000 kc

WCFL Chicago—Modification of CP which authorized increase in power installation of new transmitter and changes in DA for day and night use, to make changes in DA for day and night use and extension of commencement and completion dates.

AM—940 kc

Chanute Bcstg. Co., Chanute, Kan.—CP for new standard station, 940 kc, 250 w, daytime.

AM—1060 kc

WHFB Benton Harbor, Mich.—Modification of CP, as modified, which author-

(*Continued on page 74*)

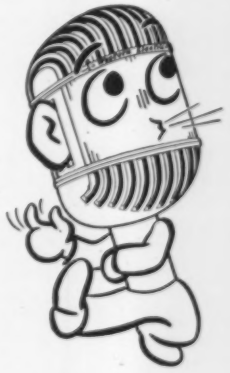
Miss Jane Daly
Earle Ludgin & Co.
Chicago, Ill.

Dear Jane:

Another chemical plant in Kanawha Valley! Yep, the news story just came over the wires. One of the world's largest chemical corporations will build another big chemical plant here this Spring. 'Course that means more folks will be moving in here to build up that ever increasin' buying power of the Great Kanawha Valley . . . and Charleston, the Chemical Center of the World!

Yrs.
Algy

WCHS
Charleston, W. Va.



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FCC Actions

(*Continued from page 73*)

Applications Cont.:

ized new standard station for extension of completion date.

FM—Unassigned

Wolverine State Bcstg. Service, Detroit—CP for new (class B) FM station, frequency to be assigned by chief engineer of FCC and ERP 9.7 kw.—AMENDED: to specify transmitter site. Program analysis received Dec. 26, 1946.

AM—1400 kc

Radio Austin, Austin, Minn.—CP for new standard station, 1400 kc, 100 w, unlimited.

AM—1230 kc

KYSM Mankato, Minn.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1400 kc

Pioneer Bcstg., Pleasantville, N. J.—CP for new standard station, 1400 kc, 230 w, unlimited.

AM—1360 kc

WWBZ Vineland, N. J.—CP to change hours of operation from daytime to unlimited time, increase power from 1 kw day to 1 kw day and night and install DA for night use.

AM—1490 kc

KVER Albuquerque, N. M.—Modification of CP which authorized new standard station, for approval of antenna, for approval of transmitter location and to specify studio location.

AM—970 kc

WEBR Buffalo, N. Y.—Modification of CP, which authorized change in frequency, increase in power, installation of new transmitter and DA for day and night use and change in transmitter location, for approval of DA for day and night use.

AM—680 kc

WRNY Rochester, N. Y.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

FM—Modification

WGFM Schenectady, N. Y.—Modification of CP which authorized change in FM station, to change completion date.

FM—Modification

WLWA Cincinnati—Modification of CP which authorized new FM station, to change ERP to 10 kw, antenna height above average terrain to 662 feet; make changes in antenna system and change commencement and completion dates.

FM—Unassigned

Record Publishing Co., Ravenna, Ohio—CP for new (class A) FM station, frequency to be specified by FCC, ERP of 1 kw and antenna height above average terrain 250 feet.

FM—Modification

WSTV-FM Steubenville, Ohio—Modification of CP which authorized new FM station to change type of transmitter and make changes in antenna system.

AM—1080 kc

KWJJ Portland, Ore.—CP to increase power from 1 kw to 10 kw, install new transmitter and new DA for day and night use and change transmitter location.

AM—970 kc

WWSW Pittsburgh—Modification of CP which authorized change in frequency, increase in power, installation of new transmitter and DA, and change in transmitter location, for approval of DA for day and night use, to change type of transmitter and change transmitter location.

AM—730 kc

WPIT Pittsburgh—Modification of CP which authorized new standard station to change type of transmitter and make changes in vertical antenna.

FM—Unassigned

Wyoming Valley Bcstg. Co.—CP for new (class B) FM station, frequency to be assigned by FCC, ERP of 16.2 kw.

AM—1110 kc

Borinquen Bcstg. Co., Caguas, P. R.—CP for new standard station, 1190 kc, 250 w, unlimited.—AMENDED: to change frequency from 1190 to 1110 kc and make changes in antenna and ground system.

AM—1190 kc

The Martinez-Rodriguez Bcstg. Co., San Juan, P. R.—CP for new standard station, 1190 kc, 10 kw, limited time.

AM—1320 kc

KELO Sioux Falls, S. D.—CP to change frequency from 1230 to 1320 kc, increase power from 250 w to 5 kw, install new transmitter and DA for night use and change transmitter and studio locations.

AM—1370 kc

WDEF Chattanooga, Tenn.—Modification of CP, as modified, which authorized change in frequency, increase in power, installation of new transmitter and DA for night use and change transmitter location, for extension of completion date.

AM—870 kc

Randall County Bcstg. Co., Canyon, Tex.—CP for new standard station, 870 kc, 250 w, daytime.

AM—940 kc

Eastland County Bcstg. Co., Eastland, Tex.—CP for new standard station, 940 kc, 250 w, daytime.

AM—1410 kc

KRIG Odessa, Tex.—Modification of license to change from employing DA day and night to employing DA night only.

AM—1340 kc

WHAR Clarksburg, W. Va.—Modification of CP, as modified, which authorized new standard station to make changes in antenna and to change type of transmitter.

AM—850 kc

Richland Bcstg. Co., Richland Center, Wis.—CP for new standard station, 850 kc, 250 w, daytime.

FM—Modification

WKBH-FM LaCrosse, Wis.—Modification of CP which authorized new FM station to change commencement and completion dates.

AM—1400 kc

WSAU Wausau, Wis.—License to cover CP, as modified, which authorized installation of new transmitter.

FM—Unassigned

Cumberland Bcstg. Co., Cumberland, Md.—CP for new FM station (class B), frequency to be assigned by FCC, ERP of 12.2 kw.

FM—Equipment

WDRC-FM Hartford, Conn.—CP to install new transmitter and make changes in antenna system.

Facsimile—Change Site

W8XUM Columbus, Ohio—CP to change transmitter site and change antenna system.

TV—82-88 mc

WTVR Richmond, Va.—Modification of CP which authorized new commercial television station to change frequency channel 3 60-66 mc to channel 6 82-88 mc and to change antenna system and extension of commencement and completion dates.

AM—1190 kc

Biloxi Bcstg. Co., Biloxi, Miss.—CP for new standard station, 1490 kc, 250 w, unlimited.—AMENDED: to change frequency from 1490 to 1190 kc, and hours of operation from unlimited to daytime.

Remote—158.4 mc

Harris County Broadcast Co., Houston, Tex.—CP for new remote pickup station to be operated on frequencies to be assigned in 25-28 mc band, 50 w, emission A3 and FM and unlimited.—AMENDED: to change frequency from 25-28 mc band to 158.4 or (1 frequency in 152-162 mc band) to change power from 50 w to 15 w and to change type of transmitter.

FM—Unassigned

William R. Haupt, Inglewood, Calif.—CP for new (class A) FM station, frequency to be determined by chief engineer of FCC and ERP 780 w.

AM—840 kc

Bay Cities Radio Corp., Santa Monica, Calif.—CP for new standard station, 890 kc, 1 kw, daytime hours of operation.—AMENDED: to change frequency from 890 to 840 kc, power from 1 kw daytime to 5 kw day and 1 kw night; hours of operation from daytime only to unlimited.

AM—1440 kc

KMED Medford, Ore.—Application to purchase KMED by Medford Radio Corp.—AMENDED: re stockholders.

FM—Modification

KALE Inc., Portland, Ore.—Modification of CP which authorized new FM station to change type of transmitters; ERP to 200 kw; make changes in antenna system and change commencement and completion dates.

FM—95.5 mc

Claudia T. Johnson, Austin, Tex.—CP for new (class B) FM station, channel 238, 95.5 mc, ERP of 17.3 kw, and antenna height above average terrain 415 feet.

Application Returned:

AM—890 kc

Bay Cities Radio Corp., Santa Monica, Calif.—CP for new standard station, 890 kc, 1 kw, daytime. Returned Feb. 6 not acceptable re frequency for nighttime operation violation 3.25 (b).

Applications Dismissed:

FM—Unassigned

Morris Luskin, Burbank, Calif.—CP for new (class A) FM station on frequency to be specified by chief engineer of FCC. Returned Feb. 3 per request of attorney.

FM—Unassigned

WDZ Bcstg. Co., Tuscola, Ill.—CP new FM (rural) station on frequency to be assigned by FCC. Dismissed Feb. 5 at request of attorney.

License Renewals

W2XBD Schenectady, N. Y.—License renewal ST station.

W8XUM Columbus, Ohio—License renewal facsimile station.

Feb. 11 Decisions . . .

By THE COMMISSION

Petition Denied

York Bcstg. Co., York, Pa. and Keystone Bcstg. Corp., Harrisburg, Pa.—Denied petitions for waiver of Rule 1.388 and for leave to intervene in re Docket 7990 for allocation of additional FM frequencies to Baltimore.

Petition Denied

Hearst Radio, The Tower Realty Co. and Radio-Television of Baltimore—Denied joint petition requesting

(*Continued on page 76*)

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FCC Actions

(Continued from page 74)

Decisions Cont.:

granting of their applications for class B FM stations in Baltimore without hearing; further that joint petition requesting Commission to accept waiver of consolidated hearing on their respective applications is denied and ordered that hearing scheduled to begin Feb. 3 in Baltimore be held as scheduled.

By THE SECRETARY

WIJD area of Bristol, Tenn.—Granted license to cover CP for new remote pickup station.

Albuquerque Bcstg. Co., area of Albuquerque—Granted CP for new experimental television relay station; frequencies to be assigned by Commission's chief engineer from 6800-7050 mc band.

WSIC Statesville, N. C.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter and approval of transmitter location.

WSCR Scranton, Pa.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter and for approval of transmission location.

KFMJ Tulsa, Okla.—Granted CP to install new transmitter.

WWSC Glens Falls, N. Y.—Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited conditions.

WKYW Louisville—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

WMLO Milwaukee—Granted modification of CP which authorized new station, for approval of antenna to change type of transmitter, and for approval of transmitter location.

WFRP Savannah, Ga.—Granted license to cover CP which authorized new station on 1230 kc, 250 w, unlimited time; conditions; and installation of new transmitter.

WKID Providence, R. I.—Granted modification of CP which authorized new station, for approval of antenna, of transmitter location.

KRSM Roswell, N. M.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

WLOE Leaksville, N. C.—Granted license to cover CP which authorized new station on 1490 kc, 100 w, unlimited time.

KDRS Paragould, Ark.—Granted license to cover CP which authorized new station on 1490 kc, 250 w, unlimited time; conditions.

WFAU Augusta, Me.—Granted license to cover CP which authorized new station on 1340 kc, 250 w, unlimited time; conditions.

KFMJ Tulsa, Okla.—Granted license to cover CP which authorized new station on 1050 kc, 1 kw, daytime; conditions.

KBUN Bemidji, Minn.—Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited time; conditions.

WASK Lafayette, Ind.—Granted modification of CP to make changes in vertical antenna.

KSFA Nacogdoches, Tex.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location.

WBT Charlotte, N. C.—Granted modification of CP, to change type of transmitter and make changes in vertical antenna.

KOAT Albuquerque, N. M.—Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited time; conditions; and to change studio location.

WBT Charlotte, N. C.—Granted modification of license to change corporate name from Southeastern Bcstg. Co. to Jefferson Standard Bcstg. Co.

WSAN Saginaw, Mich.—Granted CP to make changes in antenna and to change transmitter location.

WTWS Clearfield, Pa.—Granted modification of CP which authorized new station, to make change in vertical antenna and move transmitter.

WTCB Flint, Mich.—Granted modification of CP which authorized new station, to change corporate name from Central Bcstg. Corp. to Trendle-Campbell Corp.

KWEM West Memphis, Ark.—Granted modification of CP which authorized new station, for extension of completion date to 3-1-47.

W6XAO Hollywood, Calif.—Granted modification of CP, for extension of completion date to 8-13-47.

WGRM Greenwood, Miss.—Granted CP to change transmitter location and to make changes in vertical antenna.

WKYB Paducah, Ky.—Granted CP to mount FM antenna on top of AM tower.

WGAC Augusta, Ga.—Granted license to cover CP which authorized change in frequency to 580 kc, increase in power to 1 kw-DA-N, 5 kw, installation of new transmitter, changes in DA for night use, and change transmitter location.

KYNG Idaho Falls, Idaho—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmitter location.

KWPM West Plains, Mo.—Granted modification of CP which authorized new station, for approval of antenna, for approval of transmitter location and to specify studio location.

WBAY Coral Gables, Fla.—Granted modification of CP to make changes in antenna and change type of transmitter.

WPDX Clarksburg, W. Va.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

WARL Arlington, Va.—Granted license to cover CP which authorized new station on 780 kc, 1 kw, day; conditions.

KCNM Clovis, N. M.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter for approval of transmitter location and specify studio location.

KLAS Las Vegas, Nev.—Granted modification of CP which authorized new station, for approval of antenna, and for approval of transmitter and studio locations; conditions.

KSEL Lubbock, Tex.—Granted license to cover CP which authorized a new station on 950 kc, 1 kw, day; conditions; and specify studio location.

KSWS Roswell, N. M.—Granted modification of CP which authorized new station for approval of antenna, to change type of transmitter, for approval of transmitter location and specify studio location.

WNBZ Saranac Lake, N. Y.—Granted license to cover CP which authorized change in frequency to 1450 kc, change in hours of operation to unlimited, install new transmitter and vertical antenna and change transmitter and studio locations.

WMNC Morganton, N. C.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter for approval of transmitter and studio locations.

KDLK Del Rio, Tex.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location and to change studio location.

KDYL-TV Salt Lake City—Granted modification of CP which authorized new commercial television station, for extension of completion date to 1-1-48.

WLBB Carrollton, Ga.—Granted CP to install new transmitter; conditions.

WING Dayton, Ohio—Granted license to cover CP which authorized installation of auxiliary transmitter to be operated on 1410 kc, 1 kw.

KHOZ Harrison, Ark.—Granted license to cover CP which authorized a new station on 1240 kc, 250 w, unlimited time; conditions, and for change of studio location.

Feb. 11 Applications . . .

Accepted for Filing

AM—570 kc

Douglas Bcstg. Co. Douglas, Ariz.—CP for new standard station 570 kc, 1 kw, daytime.

AM—1400 kc

Angelus Bcstg. Co., Temple City, Calif.—CP for new standard station 1400 kc, 250 w limited hours.

AM—710 kc

Pennell E. Snowden, Grand Junction, Col.—CP for new standard station 710 kc, 1 kw, daytime.

AM—1240 kc

The Uncompahgre Bcstg. Co., Montrose Col.—CP for new standard station 1240 kc, 250 w, unlimited.

AM—1060 kc

DeKalb Bcstg. Co., Decatur, Ga.—CP for new standard station 1060 kc, 1 kw daytime.

AM—740 kc

Olney Bcst. Co., Olney, Ill.—CP for new standard station 740 kc, 250 w, daytime.

AM—1480 kc

Modern Bcstg. Co. of Baton Rouge, Baton Rouge, La.—CP for new standard station 1480 kc, 1 kw, daytime.

AM—1550 kc

Harvey Radio Labs., Cambridge, Mass.—CP for new standard station 1550 kc, 250 w, daytime.

AM—1270 kc

WSPR Springfield, Mass.—License to cover CP as modified, which authorized increase in power and change in DA and authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

Ishpeming Bcstg. Co., Ishpeming, Mich.—CP for new standard station 1240 kc, 250 w, unlimited.

AM—1490 kc

Alexandria Radio Corp., Alexandria, Minn.—CP for new standard station 1490 kc, 250 w, unlimited.

AM—1530 kc

The Chillicothe Bcstg. Co., Chillicothe, Mo.—CP for new standard station 1530 kc, 250 w, daytime.

AM—1230 kc

Ari-Ne-Mex Bcstg. Corp., Deming, N. M.—CP for new standard station 1230 kc, 250 w, unlimited.

AM—1200 kc

Cecil W. Roberts, Farmington, Mo.—CP for new standard station 1450 kc, 250 w, unlimited—RESUBMITTED and AMENDED: to change frequency from 1450 to 1200 kc, change power from 250 w to 1 kw, change hours of operation from unlimited to daytime only and change transmitter and studio locations

AM—1550 kc

The Montana Network, Billings, Mont.—CP for new standard station 1550 kc, 1 kw night, 5 kw daytime and unlimited

AM—1320 kc

KOLT Scottsbluff, Neb.—License to cover CP as modified, which authorized change in frequency, increase in power, changes in transmitting equipment, installation of DA for night use and change transmitter location and authority to determine operating power by direct measurement of antenna power

AM—960 kc

Platte Valley Bcstg. Corp., Scottsbluff, Neb.—CP for new standard station 960 kc, 1 kw, daytime.

AM—1240 kc

The Farmington Bcstg. Co., Farmington, N. M.—CP for new standard station 1240 kc, 250 w, unlimited.

AM—1230 kc

Hobart G. Stephenson Jr., St. Louis, Mo.—CP for new standard station 1230 kc, 250 w, unlimited.

AM—1400 kc

Paul H. Chapman, Greensboro, N. C.—CP for new standard station 1400 kc, 250 w, unlimited.

AM—1450 kc

WBUY Lexington, N. C.—CP to change frequency from 1190 to 1450 kc, change hours of operation from daytime to unlimited time, increase power from 250 w day and night and make changes in transmitting equipment.

AM—1490 kc

Paul B. Lingenfelter, Clinton, Okla.—CP for new standard station 1490 kc, 250 w, unlimited.

AM—1450 kc

KSIW Woodward, Okla.—Modification of CP which authorized new standard station, for approval of antenna, and approval of transmitter location.

AM—650 kc

WJSW Altoona, Pa.—CP to increase power from 250 w to 1 kw, install new transmitter and change studio location

AM—890 kc

Tri-Borough Bcstg. Co., Apollo, Pa.—CP for new standard station 890 kc, 250 w, daytime.

AM—1420 kc

Fannin County Bcstg. Co., Bonham, Tex.—CP for new standard station 1420 kc, 250 w, daytime.

AM—1160 kc

Terry County Bcstg. Co., Brownfield, Tex.—CP for new standard station 1160 kc, 250 w, daytime.

AM—1510 kc

KCTX Childress, Tex.—Modification of CP which authorized a new standard station, for approval of antenna and for approval of transmitter location.

AM—1430 kc

Eastland County Bcstg. Co., Eastland,

(Continued on page 77)

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Applications . . .

(Continued from page 20B)

MISSISSIPPI

Biloxi—Biloxi Broadcasting Assn. 1340 kc, 250 w, fulltime. Owners: V. J. Canizaro, physician, president and 30%; Thomas C. Fleet Jr., formerly with WLPM Suffolk, Va. and WBIG Greensboro, N. C., vice president and 15%; John H. Fleet, Memphis radio engineer, secretary-treasurer and 15%; John H. Mullaney, owner of engineering consultant firm at Memphis, 20%; S. A. Cisler Jr., former president of WGRC Louisville, now 49.8% owner WKYW Louisville, 20%.

Biloxi—Radio Associates. 570 kc, 1 kw, day only. Partners: James H. McKee, district sales manager, Zenith Radio Corp., Chicago, 51%; Odes E. Robinson, technical supervisor of WCHS WSAZ WPAR WBLK, 25%; G. E. Holmes, formerly with WGCM Gulfport and WJXN Jackson, 24%. Mr. Robinson owns 20% WMON Montgomery, W. Va., and he and Mr. McGee are applicants for a Paris, Tenn. station.

McComb—WSKB, change from 1230 to 1250 kc, power from 250 w to 1 kw day and 500 w night, DA night.

Philadelphia—Gene Tibbett Sr., manager WMOX Meridian, Miss. 1490 kc, 250 w, fulltime.

Starkville — Mississippi Broadcasting Co. 1190 kc, 250 w, day only. Applicant owns WCOC Meridian, WMBC Macon, and WJQS Jackson.

MISSOURI

Chillicothe—Grand Valley Broadcasting Co. 870 kc, 1 kw, day only. Owners: Dwight L. Dannen, St. Joseph businessman, president and 48%; Henry L. Dannen, St. Joseph businessman, vice president and 47%; Randall R. Kitt, Chillicothe attorney, secretary-treasurer and 5%.

Kansas City—Kansas City Broadcasting & Television Co. 1380 kc, 5 kw, day only. Partnership: Wendell Zimmerman, pastor of Kansas City Baptist Temple, 20%; Carl O. Jones, mechanical engineer, 6%; Roy L. Morris, teacher at Lubbock, Tex., 40%; D. E. Varner, with Wichita Wire Products Co., 34%.

Kansas City—KCMO, increase from 50 kw day and 10 kw night to 50 kw fulltime on 810 kc, DA night.

Kansas City—WHB, increase on 710 kc from 5 kw to 10 kw day and 5 kw night, DA fulltime.

Kirksville—North Missouri Broadcasting Co. 1450 kc, 250 w, fulltime. Owners: Samuel A. Burk, formerly with War Production Board, 50%; Congressman S. W. Arnold, 30%, his wife Myra, 10%, and son Sam M., 10%. The Arnolds own Arnold Lumber Co. at Kirksville.

Kirksville—Kirksville Broadcasting Co. 1340 kc, 250 w, fulltime. Equal partners: Ray W. Crawford, businessman; H. W. Stadler, stockholder in AM applicant for Keokuk, Iowa; L. W. Andrews, radio consultant, former manager of KICD Spencer, Iowa.

Sikeston—Scott County Broadcasting Co. 1230 kc, 250 w, fulltime. Equal partners: Thomas Duree Medley, theatre manager, and Harold L. Sudbury, owner-manager of KLCN Blytheville, Ark.

Springfield—Kickapoo Prairie Broadcasting Co. 1340 kc, 250 w, fulltime. Owners: Floyd W. Jones, president Mo-Ark Coast Lines, president and 25%; Charles E. Seiferd, radio announcer and program director, vice president and 12½%; John J. Spuriock and Miles N. Walker, businessmen, 25% each; Lester Strauss, businessman, 12½%.

St. Louis—Radio St. Louis. 690 kc, 1 kw, day only. Partnership: Edwin W. Grove 3d, of Grove Mfg. Co. (juvenile equipment), 47½%; James Henry Grove, president and board chairman of Grove Labs, 47½%; William Blum Jr., Washington attorney, 5%.

MONTANA

Butte—KOPR, change from 550 to 580 kc, make changes in DA for night use.

Butte—The Montana Network. 1560 kc, 1 kw, fulltime. Company is owned by 15 stockholders including Larry Smith, president and 9%-plus; C. L. Crist, vice president, 9%-plus; H. J. Coleman, secretary-treasurer, 2%-plus; Lee Simonsen, 9%-plus. Montana Network also is applying for AM at Billings.

Butte—Treasure State Broadcasting Co. 610 kc, 1 kw, DA night. Owners: Paul Cannon, retail merchant, president and 33 1/3%; Joseph E. Parker, auto dealer, vice president and 16 2/3%; W. D. Murray, Washington attorney, secretary-treasurer and 16 2/3%; A. W. Sandack, attorney, formerly with KSL Salt Lake City, 33 1/3%.

Great Falls—Montana Farmer Broadcasting Corp. 560 kc, 5 kw, DA night. Chief stock subscribers: "Montana Farmer," 66.2%; A. W. Sandack (see Treasure State Broadcasting, Butte), 33.33%. Officers: Lester Cole, "Farmer" editor, president; Alexander Warden, "Farmer" secretary-treasurer, secretary-treasurer; O. S. Warden, "Farmer" president, vice president.

Kalispell—KGEZ, increase power from 100 to 250 w on 1340 kc.

NEVADA

Fallon—Voice of Fallon. 1490 kc, 250 w, fulltime. Equal partners: Chet L. Gonce, permittee for AM at Reno, formerly with KWEW, Hobbs and KGIR Butte; Ralph Morgali, attorney and AM applicant for Carson City.

Reno—KOH, increase on 630 kc from 1 to 5 kw, DA night.

NEW JERSEY

Atlantic City—Strand Broadcasting Corp. 1230 kc, 250 w, fulltime. Principals: Philip Shick, president and treasurer, 80%, attorney, part-owner and co-manager of Alan Cafe; Norma Shick, secretary, 10%, part-owner Alan Cafe; Isadore Sacks, 10%, attorney, part-owner and co-manager Alan Cafe.

Elizabeth—Union Broadcasting Co. 1510 kc, 1 kw, day only. Principals: Jack D. Presser, president, 12.12%, certified public accountant; Nelson L. Carr, secretary, 3.03%, to be commercial manager; Jack Steinhardt, 3.03%, former production manager WGOV Valdosta, Ga., to be station manager; Seymour Steinhardt, 3.03%, writer at KMBC Kansas City, to be program director; Harry Cooper, 45.46%, president and founder Cooper Alloy Foundry Co., Hillside, N. J.; Cecil Friedman, 15.15%, half-owner Rector Parking Co.; Saul E. Kirschenbaum, 3.03%, reporter for Essex County Courts; Nathaniel Greenberg, 15.15%.

Morristown—Morristown Broadcasting Co. 1250 kc, 1 kw, day only. Co-partnership: Kenneth A., George S., James R. and Olive S. Croy, owners-operators retail coal business.

NEW MEXICO

Albuquerque—KGGM, change DA use from fulltime to night only (610 kc).

Clayton — Ari-Ne-Mex Broadcasting Co. 1450 kc, 250 w, fulltime. For ownership see Ari-Ne-Mex application for Escondido, Calif.

Deming—Frank E. Cooke, former manager of KGAK Gallup and now general manager and 11% stockholder of Mesilla Valley Broadcasting Co., AM applicant for Las Cruces, N. M. 1230 kc, 250 w, fulltime.

Lordsburg—Ari-Ne-Mex Broadcasting Corp. 1240 kc, 250 w, fulltime. For ownership see Ari-Ne-Mex application for Escondido, Calif.

NEW YORK

Buffalo—Rintoul & Yocum. 1340 kc, 250 w, fulltime (facilities of WEBR, which has grant for new assignment). Equal partners: Stephen R. Rintoul, former owner of WSRR (now WSTC) Stamford, Conn., and Trell W. Yocum of advertising firm of Ridgeway, Ferry & Yocum. Both partners have stock in Albany FM conditional grantee and AM applicant.

Buffalo—Great Lakes System. 1340 kc, 250 w, fulltime (WEBR's present assignment). Owners include John R. Gelzer, former chief announcer and night manager of WGR-WKBW Buffalo, president and 4.6%; Philip Amigone, in restaurant and catering business, treasurer and 72.4%; John H. Lascelles, on announcing and production staff of WGR, vice president and 4.6%.

Glens Falls—WGLN, increase from 100 to 250 w on 1230 kc.

Lockport—Lockport Union-Sun & Journal. 1340 kc, 250 w, fulltime (WEBR's present facilities). Applicant, FM grantee, publishes "Union-Sun" and "Journal," and is headed by Egbert D. Corson.

Middletown—Ernest R. Warnock, associated with a radio store, former engineer with WALL Middletown. 1400 kc, 100 w, fulltime.

New York—WNYC, extension of SSA to operate additional time between 6 a.m. EST and sunrise at New York, and between the hours of sunset at Minneapolis and 10 p.m. EST, using DA (830 kc).

Niagara Falls—Concord Broadcasting Corp. 1340 kc, 250 w, fulltime (WEBR's present assignment). Owners: George J. Feinberg, former 75% owner WEEU Reading, Pa., president and 51%; Arthur J. Feinberg, secretary-treasurer and 1%; J. George Fredman, attorney, 23%; J. Harvey McCoy, with Press Wireless, vice president and 25%. George Feinberg and Mr. McCoy are applicants for Scarsdale (see below).

Niagara Falls—Niagara Broadcasting System. 1340 kc, 250 w, fulltime (WEBR's present assignment). Owner: Gordon P. Brown, owner-manager of WSAY Rochester.

Rochester—WSAY, increase from 1 to 5 kw on 1370 kc, DA night.

Scarsdale—Heathcote Broadcasting Co. 740 kc, 250 w, day only. Partners: George J. Feinberg (75%) and J. Harvey McCoy (25%). For partners' other interests, see Concord Broadcasting, Niagara Falls.

Utica—WFRB, increase from 250 w to 1 kw on 900 kc.

Utica—Utica Observer Dispatch. 1230 kc, 250 w, fulltime (contingent on WIBX getting grant for new frequency; see WIBX application below). Applicant is owned (95%) by Gannett Co., which operates newspapers and owns or has interest in WHEC WTHT WOKO WABY WDAN WENY WHDL and Utica FM permit.

Utica—WIBX, change from 1230 to 950 kc, increase from 250 w to 5 kw, DA fulltime.

NORTH CAROLINA

Ahoskie — Roanoke-Chowan Broadcasting Co. 970 kc, 1 kw, day only. Owners (16 2/3% each); Charles H. Jenkins, president; N. S. Garrett, vice president; Alex Lipsitz, treasurer; Joseph B. Burden, secretary; W. H. Basnight and L. L. Wilkins, all business and profesional men.

Charlotte—T. Julian Skinner Jr., attorney of Jasper, Ala. 930 kc, 1 kw, fulltime.

Elizabeth City—The Advance Inc. publisher of "Elizabeth City Daily Advance," owned (99%) by Herbert Peele. 560 kc, 500 w, day only.

Gastonia — Gastonia Broadcasting Service, 1370 kc, 1 kw, day only. Owners (one-third each): James B. Petty, assistant to chief engineer of WSJS Winston-Salem, president; William Evans Abernathy, businessman, vice president; C. W. Howard, attorney, treasurer.

Greensboro—Paul H. Chapman, salesman at WFBC Greenville. 1400 kc, 250 w, fulltime.

Greensboro—Greensboro News Co., 1400 kc, 250 w, fulltime. Applicant, FM permittee, publishes "Greensboro Daily News."

Greensboro — Guilford Broadcasting Co. 1400 kc, 250 w, fulltime. Owner: Gilbert M. Hutchison, commercial manager of WBIG Greensboro.

Greensboro — Inter-City Advertising Co. (owner of WAYS Charlotte, N. C., and WKIX Columbia, S. C.). 1320 kc, 1 kw, DA fulltime.

Newton—Newton Broadcasting Co. 1230 kc, 250 w, fulltime. Owner: Earl Holder, program director of WGNC Gastonia, N. C.

Wilmington — WMFD, change from 1400 to 630 kc, power from 250 w to 1 kw, DA fulltime.

OHIO

Ashland—Robert M. Beer and Edgar Koehl, partnership d/b as Beer and Koehl. 1340 kc, 250 w fulltime. Robert M. Beer, 50% owner of Ashland Printing Co., publishers of "Ashland Times Gazette"; Edgar Koehl, half-owner Ashland Printing Co. and Inquirer Publishing Co., latter publisher of Galion, Ohio daily newspaper. Applicant is licensee of WATG (FM) Ashland.

Cambridge—Land O' Lakes Broadcasting Corp. 1130 kc, 1 kw day only. Principals: Howard D. McClelland, chairman of board of Universal Potteries Inc., president of Pacific Pottery Co., president of S. B. Davis Co. (50%) president and 20%; Howard A. Donahue, assistant manager, executive program and promotion director of WCOL Columbus, vice president-ass't. treasurer, 20%; Gerald D. Agnew, president of Universal Potteries and vice president of Pacific Pottery Co. and S. B. Davis & Co., treasurer and 20%; D. Deemer Agnew, attorney, secretary; Charles H. Sipe Jr., automobile dealer, 20%; Dr. Paul O. Huth, superintendent and chief surgeon, St. Francis Hospital, Cambridge, 20%.

Cleveland—Civic Broadcasters. 1260 kc, 5 kw, DA fulltime. Principals: Frederick Wolf, sole owner of record and transcription firm and secretary-treasurer of National Broadcasting Assn., president-treasurer and 600 shares; Edward J. Sklenicka, attorney, vice president and secretary, 50 shares; Emil J. Jelinek, 75% partner in retail clothing business, assistant treasurer and 100 shares; William S. Hlavin, president and 50 owner of Transformer Engineering Co. and vice president-treasurer and 50% owner of Aqualectric Co. and Brookpart Industries Inc., 180 shares; John R. Bennett, employed in sales department of Chase Brass & Copper Co., 20 shares; Walberg L. Brown, WTAM Cleveland music director.

Cleveland—WJW, increase from 5 kw to 10 kw day and 5 kw night on 850 kc, change antenna from DA daytime to non-DA daytime.

East Liverpool—East Liverpool Broadcasting Co. 1490 kc, 250 w, fulltime (contingent on change of assignment of WWSW Pittsburgh). Principals: Richard V. Beatty, secretary-treasurer of Potters Lumber Co., Potters Realty Co., Midway Oil Co. and director of Potters Bank & Trust Co., president and 33 1/3%; C. V. Beatty, president of Potters Lumber Co., Potters Realty Co. and Midway Oil Co. and director of Potters Bank & Trust Co., vice president and 33 1/3%; George T. Farrell, vice president Midway Oil Co., secretary-treasurer and 33 1/3%.

Lakewood—Radio Lakewood. 1380 kc, 250 w day only. Partners: James A. Butler, attorney, 40%; Jack N. Berkman, stock interest in WFPG Atlantic City, WSTV Steubenville, WKNY Kingston, WPIT Pittsburgh, and in Parkersburg Steel Co. and Louis Berkman Co. (steel brokerage), 60%.

Massillon—Masillon Broadcasting Co. 1450 kc, 250 w, fulltime. Principals: Earl J. Jones, owner-operator Muskingum Coal Mines, owner of Earl J. Jones Enterprises, publishers of Zanesville and Massillon (Ohio) newspapers and sole owner Jones Motor Sales, president-treasurer and 57%; James L. Dooley, WHBC Canton news and sports editor, vice president-secretary and 43%.

Painesville—William H. Miller, former owner of International Metal Hose Co. 1510 kc, 250 w, day only.

OKLAHOMA

Durant—KSEO, change from 750 to 1340 kc, operate fulltime instead of day only.

Enid—Public Broadcasting Service. 960 kc, 1 kw, DA, fulltime. Principals: George Hutchison, president, 28.5%; owner Hutchison Bridge Lumber & Supply Co.; George E. Failing, vice president, 14.2%, owner oil equipment supply company; George W. Athey, secretary-treasurer, 28.5%, executive vice president Security National Bank; Charles P. Cansler, 28.5%, owner insurance agency.

Muskogee—Muskogee Broadway Broadcasting Co. 1340 kc, 250 w, fulltime (facilities to be relinquished by KOME). Co-partnership: George B. Procter and Hugh M. Marsh, owners Broadway Theatres Inc.

Norman—H. J. Griffith Broadcasting Co. 1400 kc, 250 w, day only. H. J. Griffith is 38% owner Griffith Theatres Inc., chain. Also filing for El Paso, Tex., and Parsons, Kan.

Norman—Norman Broadcasting Co. 1400 kc, 250 w, fulltime (contingent on KTOK facilities change). Co-partnership: Byrne Ross, former partner and general manager KSWO Lawton, Okla., now owner KLPR Oklahoma City; W. P. Fowler, attorney.

Oklahoma City—Sooner Broadcasting Co. 1200 kc, 1 kw, day only. Applicant also is FM applicant in that city.

Oklahoma City—KBYE, increase from 1 to 10 kw on 890 kc.

Okmulgee—Donald W. Reynolds. 1340 kc, 250 w, fulltime (contingent on change in facilities of KOME). Applicant holds CP for AM and class B FM stations at Fort Smith, Ark. Also owns 50% Community Service Broadcasting Co., Erie, Pa.

Ponca City—Ponca City Publishing Co. 960 kc, 500 w, DA fulltime. Principals: Clyde E. Muchmore, secretary-treasurer, 25%, manager of the publishing firm and editor of "The News"; The Adeline Trust of L. H. Wentz, T. W. Prentice and M. P. Long of the L. H. Wentz Organization (oil producer), trustee, 75%; I. R. Muchmore, president, wife of C. E. Muchmore; G. B. Muchmore, vice president, brother of C. E. Muchmore.

Pryor—Lakes Area Broadcasting Co. 1370 kc, 250 w, day only. Co-partnership: L. L. Gaffaney, with "Daily Democrat," in real estate business; J. B. Smith, leasee Democrat Job Printing Co.

Tulsa—Howdy Folks Broadcasters. 1340 kc, 250 w, fulltime (contingent on change of KOME facilities). Co-partnership; Louis P. Myers, attorney, and Gertrude Jo Myers. Previous application dismissed at request of attorney in September 1946.

Tulsa—KAKC, change from 1570 to 970 kc, operate fulltime instead of day only, DA fulltime.

OREGON

Medford—KMED, increase from 1 kw to 5 kw day and 1 kw night on 1440 kc.

Newport—Yaquina Radio Inc. 1230 kc, 250 w, fulltime. Principals: Carl Schindler Jr. (50%), operator-announcer KOOS Coos Bay, Ore., president; Carl Schindler Sr. (30%), retired, vice president; Hal K. Shade (20%), manager of KOOS, secretary-treasurer.

Portland—KALE, change transmitter location and change DA for fulltime use (1330 kc).

Portland—Portland Broadcasting Corp. 680 kc, 1 kw, day only. George H. Bowles Jr. (50 2/3%), trucking business, president; Benjamin H. Wilcox (30 2/3%), trucking business, vice president; Charley C. Clifford (9%), U. S. Postal Service employe, secretary; and Nellie Mae Wilcox (1/3%), (wife of B. H. Wilcox), secretary.

Portland—Rose City Broadcasting Co. 1140 kc, 1 kw, day only. Equal partner-

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Applications

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ship: Harold Krieger, radio engineer; Gordon E. Bambrick, announcer, program director, (both associated with KGW and KEX Portland); and John L. Kremer, auditor and accountant.

Reedsport—Western Oregon Broadcasting Inc. 1340 kc, 250 w, fulltime. Principals: Berge Andrew Borrevik (10 shares), Standard Oil distributor, vice president; Max K. Kruse (5 shares), transfer and trucking business; W. J. Hunt (50 shares) auto company manager; H. E. Nickels (10 shares), jewelry store manager; K. L. Knutson (10 shares), jewelry store manager; J. W. McInturiff, attorney, secretary-treasurer.

PENNSYLVANIA

Aliquippa—Community Broadcasting Service. 1120 kc, 250 w, day only. Partnership: C. H. Frazier (54%), account executive WROL Knoxville, who will be general manager; F. H. Corbett (36%), radio sales WROL, will be assistant manager; O. J. McReynolds (10%), design and sales engineer, will be technical consultant.

Bloomsburg—Bloom Radio. 690 kc, 1 kw, day only. Principals: Harry L. Magee (60%), president and treasurer; Ralph Edward McBride (20%), vice president; and James G. Law (20%), secretary.

Erie—Community Service Broadcasting Co. 1330 kc, 5 kw, fulltime, DA. Principals: Keith Kiggins (50%), former vice president of ABC and owner of 7.5% interest in KPHO Phoenix, Ariz., president; Donald W. Reynolds (50%), has CP for KFSA Fort Smith, Ark.; secretary-treasurer; Andrew Haley, Washington, D. C., attorney, part owner KAGH (FM) Pasadena, Calif. and AM applicant for Fullerton, Calif., vice president.

Harrisburg—Harold O. Bishop, radio engineer. 590 kc, 1 kw, fulltime.

Lancaster—WLAN, change from 1320 to 1390 kc, operate fulltime instead of day only, DA fulltime.

Lansford—Paul Kirtzman, novelty salesman. 1520 kc, 250 w, day only.

Lemoyne—Rossmoyne Corp. 940 kc, 1 kw, day only. Principals: each owning 33 1/3%: Edgar T. Shepard Jr., president of Rossmoyne Processing Corp., president; Edgar K. Smith, freelance radio writer, vice president; Samuel W. Fogelsanger, production manager of Rossmoyne Processing Corp., secretary-treasurer.

Monessen—Monval Broadcasting Co. 1050 kc, 1 kw, day only. Partnership: Hugo J. Parente ((50%), insurance business; Edgar M. Jones (25%), journalist; Mary R. Jones (25%), administrative analyst; Michael Ferencz, stock interest to be determined.

New Castle—WKST, increase from 1 to 5 kw, change DA for night use (1280 kc).

Sayre—Sayre Printing Co. 1340 kc, 250 w, unlimited. Principals: Clara S. Johnston, president and treasurer, (32.2%); Allyn S. Brown, vice president, (1.4%); Dana S. Johnston, vice president (1.4%); L. Neil Brown, secretary; estate of Alice S. Brown, Leroy N. Brown, trustee, (31.3%); estate of Annie M. Stephens, Dorothy S. Arnold and Dana S. Johnston, executors, (28.4%); Dorothy S. Arnold, (5.2%). Operating control contract A. S. Brown and D. S. Johnston. Publishes "Evening Times."

Pittsburg—Richard J. Cook, publisher and stockholder of "Bulletin Index," weekly news magazine. 1470 kc, 5 kw, DA fulltime.

Shamokin—Shamokin Veterans Broadcasting Co. 1490 kc, 250 w, fulltime. Partnership: John U. Shroyer (60%), dress manufacturer; Ray D. Marshall (8.75%), service station; Larry V. Snyder (6.25%), clerk of court; George W. Shroyer (12.5%), employed at dress company; John W. Lawrence (6.25%), clerk at Register and Recorder of Northumberland County; John L. Kallaway (6.25%), student.

Stroudsburg — Pocono Record Inc. 1350 kc, 1 kw, day only. Applicant associated with the "Record" and "Oneonta Star."

Wilkes-Barre—WBRE, install satellite station at Scranton to be operated on 1340 kc with 250 w fulltime in conjunction with WBRE.

York—WORK, increase from 1 kw to 5 kw day and 1 kw night on 1350 kc.

PUERTO RICO

Aguadilla—Hector Reichard, attorney and businessman. 1240 kc, 250 w fulltime (contingent on grant to WKVM to change frequency).

Mayaguez—WPRA, increase from 5 kw day and 1 kw night to 10 kw, DA fulltime, on 990 kc.

Ponce—WPRP, change from 1420 to 910 kc, power from 250 w to 5 kw, DA fulltime.

San Juan—Rafael Ramos Cobian, president and manager of Cobian Theatres Inc. (theatre chain). 1030 kc, 5 kw, DA fulltime.

RHODE ISLAND

Newport—Viking Bcstg. Co. 980 kc, 1 kw, daytime. Principals: Clifton T. Holman Jr. (52%), president; Thomas A. Christodal (16%), secretary; Agnes M. Irish (2%), treasurer; Paul H. Taylor (12%); and Richard L. Kaye (12%), and 16% stock not issued.

SOUTH CAROLINA

Aiken — Aiken-Augusta Broadcasting Co. 1020 kc, 1 kw, day only. Owners: William E. Benns Jr., consulting engineer and 14.3% owner of WNOK Columbia, S. C., president and 5%; Jules W. Lindau 3d, associate professor at U. of South Carolina and 14.3% owner of WNOK, vice president and 49%; Gerald C. Merchant Jr., with S. C. Highway Dept. and interested in Gaffney, S. C. applicant, secretary-treasurer and 35%; Mrs. Maria W. Skinner, real estate owner and interested in Miami applicant, 8.5%; Aiken Chamber of Commerce, 2.5%.

Gaffney—Cherokee Radio Co. 1170 kc, 250 w, day only. Equal owners: A. Ray Godshall, attorney, president; Robert E. Liverance, chief engineer of WEGO Concord, N. C., vice president; Gerald C. Merchant Jr. (see Aiken-Augusta application, Aiken), secretary; William K. Gunter Jr., businessman, treasurer.

Greer—Greer Broadcasting Co. 780 kc, 250 w, day only. Equal partners: Edd A. Burch, editor and publisher of Greer "Citizen," and W. Ryan Frier, owner of WBHF Cartersville, Ga., and half owner of Enterprise Publishing Co. at Douglas, Ga., AM applicant.

Orangeburg—Orangeburg Radio Co. 910 kc, 1 kw, day only. Equal partners: Frank B. Best, associated with weekly "Orangeburg Observer," and Frank B. Best Jr., student at Chenier Radio College, Beaumont, Tex., and stockholder in WRNO Orangeburg.

Spartanburg—Spartanburg Radio Co. 1240 kc, 250 w, fulltime. Partners: Sterling W. Wright, formerly with WSPA Spartanburg, now in radio parts business, and Robert L. Easley, radio engineer, and interested in WRNO Orangeburg, WNOK Columbia, and an applicant for Laurens, S. C. (WLGB Inc.).

Spartanburg—Harold H. Thoms, owner of WISE Asheville and WHHT Durham, N. C., and 25% owner of WAYS Charlotte and WKIX Columbia, S. C. 1440 kc, 1 kw, DA fulltime.

TENNESSEE

Clarksville—Leaf Chronicle Co. 1140 kc, 1 kw, day only. Applicant publishes several Tennessee weeklies and is controlled by M. S. Foster.

Fayetteville—Elk River Broadcasters. 1240 kc, 250 w, fulltime. Equal partners: R. A. Largen, automobile and grain dealer; R. M. McKay Sr. and R. M. McKay Jr., stockholders of WKRM Columbia, Tenn; Revis Hobbs, WKRM chief engineer; J. M. McGraw, banker and businessman.

Memphis—Radio Tennessee. 1140 kc, 10 kw, day only. Owners: F. A. Hartman, hotel owner, president and 10.42%; Bradley R. Kincaid, radio entertainer, now with WSM Nashville's "Grand Ole Opry," vice president and 20.83%; John H. Mullaney, consulting engineer and teacher of radio theory, secretary and 10.42%; S. A. Cisler Jr., 49.8% owner WKYW Louisville, 20.83%; Dean R. Upson, of KWKH Shreveport, 20.83%.

TEXAS

Amarillo—Top of Texas Broadcasting Co. 1010 kc, 1 kw, daytime. Partnership: Hoyt Houck, 30%, vice president and general manager of Amarillo Baking Co. and 30% owner and vice president KSEL Lubbock, Tex.; Robert D. Houck, 30%, secretary-treasurer Amarillo Baking and secretary and 30% owner KSEL; Walter G. Russell, 30%, certified public accountant and attorney, president and 30% owner KSEL; W. J. Dickerson, 10%, ex-manager KTNM Tucumcari, N. M.

Brownsville—KVAL, change from 1490 to 1480 kc, power from 250 w to 1 kw, DA fulltime.

Brownwood—Brownwood Broadcasting Co. 1110 kc, 250 w, daytime. Partnership: W. L., Charlie D. and Jack T. Lamkin, each 11.11%, owners Lamkin Bros. retail grocery firm; Elmo C. Letbetter, 33.34%, in retail furniture and mattress manufacturing business; Gordon Griffin, 33.33%, attorney, who is 20% owner Eastland County Broadcasting Co., AM applicant at Eastland, Tex.

Coleman—Coleman Broadcasting Co. 1230 kc, 250 w, unlimited. Co-partnership: R. R. Browning, rancher, to be general manager; C. F. Cavanagh and W. A. Powell, co-partners Powell & Cavanagh Truck and Tractor Co.; R. D. Browning, bookkeeper, Nunley's Tire Store.

Conroe—Conroe Broadcasting Co. 1450 kc, 100 w, unlimited. Applicant is owned by Arthur L. Madley, engineer-announcer WGBR Goldsboro, N. C.

Dallas—Texas Star Broadcasting Co. 740 kc, 10 kw, unlimited, DA. Applicant is licensee of KTHT Houston and applicant at Harlingen, Tex.

Denison—Burton V. Hammond Jr., present manager of KRRV Denison. 1220 kc, 1 kw, day only.

Eastland — Eastland - Ranger - Cisco Broadcasting Co. 1600 kc, 1 kw fulltime, DA night. Partners: John D. Harvey, principal and athletic instructor of Eastland public schools; W. H. Wright, 1/3 owner of KVWC Vernon, Tex., employed by Commercial Standard Insurance Co.; Harry N. Harris, attorney, has 14% interest in Community Broadcasting Co., applicant for Fort Worth.

El Paso—West Texas Broadcasting Co. 690 kc, 5 kw, unlimited, DA. Applicant is owned by H. J. Griffith, also applicant for Parsons, Kan., and Norman, Okla. (See Parsons, Kan., and Norman, Okla.).

El Paso—KROD, increase from 1 kw day and 500 w night to 5 kw, DA night, on 600 kc.

Fort Worth—KCNC, increase from 250 w to 1 kw on 870 kc.

Harlingen—Texas Star Broadcasting Co. 1530 kc, 50 kw, day only. Applicant is licensee of KTHT Houston and applicant for Dallas.

Kerrville—Leonard B. Brown. 1230 kc, 250 w, unlimited. Applicant owns loan and investment firm, other business interests.

Kingsville—Jack Henry Kidd Jr., lawyer and owner of bus line. 1170 kc, 250 w, day only.

Mexia—The Bi-Stone Broadcasting Co. 850 kc, 250 w, day only. Co-partnership: Blake Smith Jr., independent oil operator and director of News Publishing Co.; Eugene Smith Womack, managing partner of News Publishing Co. and managing editor of "Mexia Daily News."

Nacogdoches—KSFA, increase from 500 w to 1 kw on 860 kc.

Perryton—North Plains Broadcasting Co. 1400 kc, 250 w, unlimited. Co-partnership: Van W. Stewart, owner-publisher "Ochiltree County Herald"; Carl Ellis, president of the First National Bank of Perryton; F. B. Sumpter, real estate and insurance, Assessor and Collector of Taxes, Perryton, Huntoon and Waka Independent School Districts.

Rosenburg—Fort Bent County Broadcasting Co. 980 kc, 250 w, day only. Applicant is voluntary association with Julius J. Junker trustee. Upon grant applicant is to incorporate with each of following participants to have a tenth interest: Mart F. Cole Sr., theatre chain operator; Binz J. Settegast, retired, former attorney and assistant to the president, The Franklin Life Insurance Co. of Springfield, Ill.; Julius J. Junker, president, First National Bank of Rosenburg; W. R. Shult, proprietor of Shult Equipment Co. and Shult Industries; W. M. Shannon, editor and publisher of "The Texas Coaster" of Richmond, Tex.; G. A. Kunkel, cashier and president of the First State Bank of Needville, Tex.; D. A. Lowe, Rosenburg real estate; Tom J. Fatjo, Richmond auto sales and service; W. E. Ansel, implement and appliance dealer and rice farmer; A. E. Myers, president of the First National Bank of Richmond.

San Angelo—San Angelo Broadcasters. 600 kc, 1 kw night and 5 kw day, unlimited, DA. Partnership: Glen H. McClain, managing partner 20%, partner and 5% owner Texas Gulf Coast Broadcasting Co., Corpus Christi applicant, and 40% owner Metropolitan Houston Broadcasting Co., Angleton, Tex., applicant; H. H. Rowley, 35%, president Robb & Rowley United, theatre and oil properties operator and holding company, 60% owner Texas Gulf Coast Broadcasting and 40% owner Metropolitan Houston Broadcasting; James A. Clements, 20%, former regional manager of KPAC Port Arthur, Tex., managing partner of Bay City (Tex.) Broadcasting Co., permittee, partner Del Rio (Tex.) Broadcasting Co., permittee, 10% owner and managing partner Metropolitan Houston Broadcasting, 5% owner Texas Gulf Coast Broadcasting; L. M. Rice, 7½%, attorney, 5% owner Texas Gulf Coast Broadcasting, 10% owner Metropolitan Houston Broadcasting; Frank Monroe Dowd, 7½%, treasurer of Robb & Rowley United and partner North and South Texas Air Conditioning Cos.; Joe H. Torbett, 10%, representative and bureau chief of Press Assn., partner in Del Rio Broadcasting.

Terrell—Terrell Broadcast Corp. 1220 kc, 250 w, day only. Principals: Frederick I. Massengill Jr., president 60%; D. W. Massengill, vice president 20%, with her husband F. I. Massengill Jr. owns half-interest Terrell Development Co., real estate; Carl Telger, secretary-treasurer 10%, half-owner Terrell Development Co., owner Carl Telger Motors, Ford dealer; Durward J. Tucker, 10%, chief engineer WRR Dallas and 20% owner Tyler Broadcasting Co., applicant at Tyler, Tex.

Texas City—J. G. Long. 920 kc, 1 kw, day only. Applicant is owner KSAM Huntsville and majority owner KVIC Victoria, Tex. He also is applicant for Eagle Pass.

VERMONT

Montpelier—Taylor-Jacobson. 1240 kc, 250 w, fulltime. Equal partners: Carl R. Taylor, industrial economist for Department of Labor; Bernard M. Jacobson, former public relations director of WLW Cincinnati.

VIRGINIA

Arlington—WEAM, increase on 1390 kc from 1 to 5 kw, DA night, operate fulltime instead of day only.

Front Royal—Sky Park Broadcasting Corp. 1450 kc, 250 w, fulltime. There are 41 stock subscribers, with the following officers: Horatio F. Minter, president; Warren S. Bell, vice president; Howard A. Duncan, treasurer; James A. Payne, secretary.

Norfolk—Seaboard Broadcasting Corp. 940 kc, 1 kw, day only. Mrs. J. E. Meservy, investments, owns show horses, president and 40%; C. A. Robinette, field representative of Fitch Co., New York, vice president and 33.8%; Grant R. Wrathall, consulting engineer, with interests in KUTA KGEM KOPR KIFI KEIO KLIX, 3.2%; Riley A. Gwynn, Washington attorney, 23%. All are stockholders in Louisville Broadcasting Corp., AM applicant for Louisville, Ky.

Norfolk—Western Maryland Broadcasting Corp. 860 kc, 1 kw, day only. For ownership see Western Maryland application for Hagerstown, Md., above.

WASHINGTON

Ephrata—Columbia Basin Broadcasting Co. 730 kc, 250 w, day only. Owners: Frank L. Huffman, manager of Quincy Farmers Elevator Co., president and 10%; Frank T. Bell, hotel owner, vice president and 5%; M. P. Monson, with OPA, secretary-treasurer and 35%; Johan Schulz, retired farmer, 10%; Grant R. Wrathall, consulting engineer, interested in a number of stations, 23%; others.

Puyallup—Western Washington Broadcasting Co. 630 kc, 250 w, day only. Equal partners: F. L. Thornhill, owner of Wooley & Co., auditors and tax consultants, and D. R. Johnson, business associate of Mr. Thornhill.

Spokane—KVNI, move station from Coeur d'Alene, Ida., to Spokane; increase from 1 to 5 kw, DA fulltime, on 1430 kc.

WISCONSIN

Merrill—Hilding V. Foreen, former Army officer and electrical engineer. 1230 kc, 100 w, fulltime.

Milwaukee—Metropolitan Bcstg. Co. 920 kc, 100 w, day only. Principals: Richard A. Kunath, president, 21 shares, holder of first class radio operator's permit and former 1st lieutenant in AAF radio; Robert H. Perthel, secretary-treasurer, 20 shares, former half-owner Raylab Radio Store and now with Wisconsin Telephone Co., holder of first class radio operator's permit; Avrum M. Chudnow, vice president, 10 shares, attorney; Roger H. Wiliams, 10 shares, former owner Modern Cleaners, Portage, Wis., and also former announcer with WIBA Madison and WIBU Poynette, Wis.; Robert H. Voelz, 10 shares, former announcer with KFIZ Fond du Lac, Wis. Mr. Kunath is to be chief engineer; Mr. Perthel, manager; Mr. Williams, program director.

Wausau—Marathon Broadcasting Co. 1230 kc, 100 w, fulltime. Principals: H. H. Van Vleck (49.72%), real estate and investments, president; David M. Siegal (49.72%), men's clothing business, vice president; Robert D. Kennedy (0.56%), former WSBR Superior sales manager, secretary-treasurer.

West Allis—West Allis Broadcasting Co. 1030 kc, 250 w, day only. Principals: John A. Clark, restaurant operator, president and treasurer (79.4%); Ruth H. Clark, wife, vice president (5.1%); Ralph J. Drought, lawyer, secretary (7.7%); E. A. Dupke, who will be commercial manager, (2.7%); A. E. Conforti, labor consultant for restaurants and hotels, (5.1%).

WYOMING

Rock Springs—KVRS, change from 1400 to 1360 kc, power from 250 w to 1 kw day and 500 w night.

Amendments

List of amendments to AM applications reported by FCC as tendered for filing before Feb. 7 deadline and not previously announced is found on page 84.

FCC Actions

(Continued from page 76)

Applications Cont.:

Tex.—CP for new standard station 1430 kc, 500 w, daytime.

AM—980 kc

Bexar Bcstg. Co., San Antonio, Tex.—CP for new standard station 980 kc, 1 kw, daytime.

AM—1010 kc

Samuel L. Stephens Sr., Brigham City, Utah—CP for new standard station 1010 kc, 250 w, daytime.

AM—1240 kc

Taylor-Jacobsen, Montpelier, Vt.—CP for new standard station 1240 kc, 250 w, unlimited.

AM—1230 kc

Benton County Broadcasters, Kennewick, Wash.—CP for new standard station 1230 kc, 250 w, unlimited.

AM—980 kc

Northeast Radio, Lawrence, Mass.—CP for new standard station 1210 kc, 1 kw, DA and daytime hours of operation—AMENDED: to change frequency from 1210 kc to 980 kc and make changes in ground system.

AM—1590 kc

WHHT Durham, N. C.—CP to change frequency from 1580 to 1590 kc, hours of operation from daytime to unlimited, install DA night and change transmitter location—AMENDED: to modify DA.

AM—Modified

WFTW Fort Wayne, Ind.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location—AMENDED: re changes in antenna.

FM—Unassigned

Springfield Bcstg. Co., Springfield, Mo.—CP for new (metropolitan) FM station to be operated on frequency to be determined by chief engineer of FCC—AMENDED: to change type of transmitter, change transmitter location and make changes in antenna system and specify ERP as 50.4 kw.

Applications Tendered for Filing:

AM—630 kc

Georgia-Alabama Bcstg. Corp., Columbus, Ga.—CP for new standard station 630 kc, 1 kw, daytime.

AM—1310 kc

WKMH Dearborn, Mich.—Modification of CP to change frequency from 1540 to 1310 kc and make changes in antenna, using 1 kw, daytime.

Feb. 12 Applications . . .

ACCEPTED FOR FILING

AM—1190 kc

Yumesa Bcstg. Co., Yuma, Ariz.—CP for new standard station 1190 kc, 1 kw, DA, unlimited.

FM—Unassigned

California Bcstg. Co., Santa Monica, Calif.—CP for new (class A) FM station on frequency to be assigned by FCC and ERP of 1 kw.

AM—1130 kc

Alf M. Landon, tr/as Leavenworth Bcstg. Co., Leavenworth, Kan.—CP for new standard station 1130 kc, 1 kw, daytime.

AM—1400 kc

Seward County Bcstg. Co., Liberal, Kan.—CP for new standard station 1400 kc, 250 w, unlimited.

FM—96.7 mc

KTBS Shreveport, La.—CP for new (class B) FM station on channel 244, 96.7 mc, ERP of 46.8 kw and antenna height above average terrain 372 feet.

FM—Unassigned

Broadcast Management Inc., Bethesda, Md.—CP for new (class A) FM station on frequency to be assigned by FCC, ERP of 444 w and antenna height above average terrain 360 feet.

FM—Unassigned

Radio Austin, Austin, Minn.—CP for new (class A) FM station to be operated on frequency to be assigned by FCC, ERP of 305 w, and antenna height above average terrain 158 feet.

AM—550 kc

Jacinto Sugranes, Ponce, P. R.—CP for new standard station 550 kc, 1 kw night, 5 kw day and unlimited hours of operation.

AM—1230 kc

Alvin E. O'Konski, Merrill, Wis.—CP for new standard station 1230 kc, 250 w, unlimited.

FM—90.1 mc

Junto Inc., Philadelphia—CP for new non-commercial educational station to be operated on frequency to be assigned by FCC, power of 8300 w and emission special for FM, unlimited—AMENDED: to change frequency to 90.1 mc, power from 8300 w to 20 kw, specify type of transmitter and change transmitter site, make changes in antenna system.

Remote Pickup

WRHK area of Bristol, Tenn.—License to cover CP which authorized new remote pickup station—AMENDED: to change power from 25 w to 2 w.

Applications Tendered for Filing Since Feb. 7:

AM—1450 kc

Rodgers & McDonald Newspapers, Inglewood, Calif.—CP for new standard station 1450 kc, 250 w, limited time (night).

AM—1340 kc

Coast Counties Broadcasters, Salinas, Calif.—CP for new standard station 1340 kc, 250 w, unlimited (request facilities of KHUB when it changes to 1130 kc).

AM—1490 kc

WTOM Bloomington, Ind.—CP for increase in power from 100 w to 250 w, unlimited time on 1490 kc.

AM—1400 kc

Utah Valley Radio Bcstg. Co., American Fork, Utah—CP for new standard station 1400 kc, 250 w, unlimited. (Contingent on grant of 1280 kc to KNAK.)

Feb. 13 Applications . . .

ACCEPTED FOR FILING

FM—Completion Date

WDXE Birmingham, Ala.—Modification of CP which authorized new FM station to change commencement and completion dates.

AM—1290 kc

Greater Hartford Bcstg. Inc., Hartford, Conn.—CP for new standard station, 1290 kc, 500 w, daytime.

FM—93.5 mc

WTIC-FM Hartford, Conn.—CP to specify frequency as channel 228, 93.5 mc, install new transmitter, specify ERP as 8 kw and antenna height above average terrain as 705 feet and make changes in antenna system.

FM—Completion Date

WIOD-FM Miami, Fla.—Modification of CP which authorized new FM station to change ERP to 54 kw, antenna height above average terrain to 504 feet; transmitter site, make changes in antenna system and change commencement and completion dates.

FM—Unassigned

WGN Chicago, Ill.—Modification of CP which authorized new FM station to change completion date.

FM—Completion Date

WTFW Fort Wayne, Ind.—Modification of CP which authorized new FM station, to change type of transmitter; transmitter site, ERP to 10 kw, antenna height above average terrain to 373 feet and make changes in antenna system.

FM—Completion Date

WFMR New Bedford, Mass.—Modification of CP which authorized new FM station to change completion date.

FM—Unassigned

WPAG-FM Ann Arbor, Mich.—Modification of CP which authorized new FM station to specify studio location and make changes in antenna system.

AM—1280 kc

WJOI Florence, Ala.—CP to change frequency from 1340 to 1280 kc, increase power from 250 w day and night to 1 kw night, 5 kw day, install new transmitter and DA for night use, and change transmitter location.—AMENDED: to change name of applicant from Clyde W. Anderson and Joe T. Van Sandt d/b as Florence Bcstg. Co. to Florence Bcstg. Co. Inc.

FM—Unassigned

KCKN Bcstg. Co., Kansas City, Kan.—CP for new FM station, 94.5 mc, or as assigned by FCC.—AMENDED: to change frequency from 94.5 mc, transmitter location, studio location, ERP from 38 kw to 20 kw and make changes in antenna system. Specify class of station as "B".

FM—Unassigned

E. Ogden Driggs, Oakland, Calif.—CP for new (class A) FM station to be operated on frequency to be assigned by FCC.—AMENDED: to change studio location.

Correction to FCC Report of Feb. 5

AM—940 kc

WBBB Burlington, N. C.—CP to change frequency from 920 to 940 kc, change hours of operation from daytime to unlimited using 1 kw day and night and install DA for night use.—AMENDED: to omit request for 940 kc, increase power from 1 kw day and night to 5 kw daytime only, hours of operation from unlimited to daytime; make changes in vertical antenna and ground system and change type of transmitter.

HEARINGS BEFORE FCC . . .

FEB. 17, 10 A.M.
Further Pre-Hearing

Further pre-hearing conference for oral argument on multiple ownership rules, scheduled Feb. 24, re-scheduled and advanced to Feb. 17, 10 a.m., Room 1156, New Post Office Bldg., Washington. All persons expecting to appear at oral argument are invited. FCC staff has prepared tabulation of TV and FM stations existing and proposed which have overlapping service areas and some degree of common control. Limited number of copies of tabulation available.

AM—Hearing

Atlantic Radio Corp., Boston—CP 550 kc 5 kw unl.

WNBH New Bedford, Mass.—CP 550 kc 5 kw DA unl.

The Fairfield Bcstg. Co., Danbury, Conn.—CP 550 kc 500 w N 1 kw D unl.

WHYN Holyoke, Mass.—CP 550 kc 1 kw unl.

Pynchon Bcstg. Corp., Springfield, Mass.—CP 560 kc 5 kw unl. DA-1.

AM—Hearing

Louisiana Bcstg. Co., New Orleans—CP 1540 kc unl. DA-DN.

Bayou Bcstg. Co., Baton Rouge, La.—CP 1540 kc 100 w N 250 w D unl.

Patroon Bcstg. Co., Albany, N. Y.—CP 1540 kc 10 kw unl. DA-DN.

Texoma Bcstg. Co., Durant, Okla.—CP 1540 kc 250 w unl.

East-West Bcstg. Co., Fort Worth, Tex.—CP 1540 kc 10 kw unl. DA-2.

Western Waves, Seattle, Wash.—CP 1540 kc 50 kw DA unl.

KXEL Waterloo, Iowa.—In re: matter of petition of Josh Higgins Bcstg. Co. "for continuation of exclusive nighttime assignment on 1540 kc" to KXEL.

AM—Further Hearing

The Bluefield Bcstg. Co., Bluefield, W. Va.—CP 1240 kc 250 w unl. **Radio Bluefield Co., Bluefield, W. Va.**—Same.

Pocahontas Bcstg. Co., Bluefield, W. Va.—Same.

AM—Further Hearing

Eau Claire-Chippewa Bcstg. Co., Chippewa Falls, Wis.—CP 1400 kc 250 w unl.

WBXZ Inc., Eau Claire, Wis.—Same.

AM—Hearing

The Asher Bcstg. Service, Quincy, Mass.—CP 910 kc 1 kw unl.

Nashua Bcstg. Corp., Nashua, N. H.—CP 900 kc 1 kw daytime.

Other participants—WABI WJAR WKNB (Intervenors).

AM—Hearing

Southern Bcstg. Co., Montgomery, Ala.—CP 1170 kc 10 kw unl.

Renewal Hearing

KBIX Muskogee, Okla.—License renewal. Also application FM facilities. To be held Federal Court Room, Federal Court Bldg., Muskogee.

FEB. 17-19, 10 A.M.

AM—Hearing

Clearwater Radio Bcstrs., Clearwater, Fla.—CP 1340 kc 250 w unl.

Lyle Van Valkenburgh, St. Petersburg, Fla.—Same.

Ledger Pub. Co., Lakeland, Fla.—Same.

Hearing to be held in Commissioner's Room, City Court House, Clearwater; Assembly Room, City Hall Bldg., St. Petersburg; City Hall, Lakeland.

FEB. 19, 10 A.M.

AM—Futher Hearing

A. S. Abell Co., Baltimore—CP 850 kc 1 kw unl.

WEEU Reading, Pa.—Same.

AM—Hearing

WDZ Decatur, Ill.—CP 1050 kc 1 kw daytime.

AM—Hearing

Bryan Bcstg. Co., Bryan, Tex.—CP 1240 kc 250 w unl.

Other participant—KTHT Houston (Intervenor).

FEB. 20, 10 A.M.

AM—Hearing

KGKB Tyler, Tex.—CP 890 kc 1 kw N 5 kw D unl. DA.

Hugh J. Powell, Liberty, Kan.—Mod. CP 690 kc 5 kw N 10 kw D unl. DA.

KTBS Shreveport, La.—CP 710 kc 5 kw unl. DA-DN.

FEB. 20-21

AM—Hearing

Times-Star Pub. Co., Alameda, Calif.—CP 1220 kc 1 kw daytime.

D & K Bcstg. Co., Palo Alto, Calif.—CP 1220 kc 250 w daytime.

Hearing to be held in Council Cham-

(Continued on page 78)

KMPC*

710 KC—LOS ANGELES

G. A. RICHARDS, PRESIDENT

R. O. REYNOLDS, VICE-PRES. & GEN. MGR.

*Potent Coverage

YES

the honeymoon is over!

46

United States and Hawaiian stations know it! That's why they now use one or more Al Buffington created shows.

YOU CAN TOO!

The best ten bucks your station can invest will bring to you . . .

14 SALES-TESTED SHOWS . . . *for a two week trial period only. Your station's own call letters will be imprinted on new presentation binders.*

ACT TODAY!

Send $10.00 (our charge to cover handling) and look at these shows on a trial period basis for two weeks. Send check to . . .

AL BUFFINGTON CO.

2104 North Charles St.

Baltimore 18, Md.

SHOWS GEARED *FOR SELLING*

FCC Actions

(*Continued from page 77*)

Hearings Cont.:

ber, Alameda City Hall, 10 a.m. Feb. 20; Council Chamber, Palo Alto City Hall, 10 a.m. Feb. 21.

AM—Hearing

E. T. Wright, Orlando, Fla.—CP 900 kc 250 w daytime.

Seminole Bcstg. Co., Belle Glade, Fla.—CP 900 kc 1 kw daytime.

Hearing to be held Grand Jury Room, Orlando Federal Bldg., and Belle Glade City Hall, 10 a.m.

FEB. 21, 10 A.M.

AM—Hearing

Joe V. Williams Jr., Chattanooga—CP 1490 kc 250 w unl.

Other participant—WRGA Rome, Ga. (Party respondent).

Oral Argument

Oral argument to be held before Commission en banc in Room 6121, New Post Office Bldg., Washington, in order indicated on following docket cases (number in parenthesis): Press Wireless (7510); WGCM (6881) and WLOX (6882); WDNC (6209), Capitol Bcstg. Co. (6967) and Public Information Corp. (7377); Newark Bcstg. Corp. (6190), Donald Flamm (6790), The Metropolitan Bcstg. Service (6791), WAGE (6792) and WCAX (6793); Smoky Mountain Bcstg. Co. (6905) and East Tennessee Bcstg. Co. (6906).

Huntington, Pa., Outlet, WHUN, Takes Air Sunday

WHUN will go on the air next Sunday at Huntingdon, Pa., as a 250 w Mutual outlet on 1400 kc, and will operate daily from 6 a. m. to midnight. Station is owned by Joseph Biddle Publishing Co. Inc., headed by Joseph Biddle, editor of *Huntingdon Daily News*. Samuel L. Stroh Jr., former program director of WMAJ State College, Pa., is station manager. Irvin C. Mann of the *Daily News* advertising department is commercial manager, and Cary H. Simpson, formerly with WMRF Lewistown, Pa., is program director. Chief engineer is James Hopewell, formerly with WHK Cleveland and WDZ Tuscola, Ill.

Other staff members include: Michael Croft, Ed Minaya, Fred Hutchison Jr., announcers; Ernest A. Craig, Richard C. Gill, assistant engineers; Eleanor Foster, women's program director; Robert Clark, farm director; Eugene T. Shore, news director.

WHUN studios are located in a remodeled two-story building in downtown Huntingdon, and the transmitter is one mile north of the town. Station is using UP wire service.

Ohio Campaign

DINERMAN AND CO. INC., Cincinnati advertising agency, has been retained to carry out a statewide promotion campaign for the Ohio Savings and Loan League, Don L. Tobin, executive secretary of the league, announced last week. Mr. Tobin said the program will include spot announcements on every radio station in the state and extensive advertising in newspapers.

BYRDE, RICHARD & POUND, New York, has resigned the WLIB New York account.

WOR, Celebrating 25th Anniversary, To Have Special Broadcasts Saturday

IT WAS WASHINGTON'S birthday, 1922, and in Newark, N. J., WOR was going on the air for the first time. There was no ceremony. The studio was a stuffy little room in the corner of the sporting goods and radio department of the Bamberger & Co. store. Someone put on a record of Al Jolson singing "April Showers," and WOR's first program was on the air.

This week, 25 years and 49,750 w later, the Mutual key station, now in New York City, is celebrating its quarter of a century anniversary. The station was started by the Bamberger store to promote the sale or wireless receivers and to publicize the store.

Throughout this week WOR listeners will hear announcements of the WOR special anniversary broadcasts to be held on Saturday, Feb. 22. They will also hear special station breaks: "This is WOR New York—one of America's great stations for 25 years." On Friday night, members of the WOR "Ten Year Club," composed of employes of 10 or more years' service, will be host to all the WOR staff and their families at a dinner-dance in the Waldorf Astoria Hotel.

The special broadcasts on Saturday will consist of an afternoon and an evening program, each lasting two hours, in which screen, radio stars and WOR personalities will be featured. Mutual will air the 9-10 p. m. portion of the evening salute when such stars as Dennis Day, Shirley Booth, Frances Langford, the Golden Gate Quartet, Ella Fitzgerald and Rose Bampton will be heard.

Event Publicized

Ten different forms of publicity and promotion are being used by WOR in announcing its 25th birthday. They include: trade and newspaper advertising, postage meter special slugs, displays throughout the WOR building in Manhattan, a WOR historical exhibit which will run for one month at the Newark museum (Feb. 17-Mar. 17), elevator cards in the WOR

Theodore C. Streibert (r), WOR president, and J. R. Poppele, vp, talk over plans for station's silver anniversary celebration.

building, window display in Macy's department store, New York, special anniversary press book with history, features, mats and photos for radio editors in the seven-state area serviced by WOR, window displays and counter cards at Bamberger & Co., Newark, display in aviation terminal annex, New York and a photographic exhibit in Grand Central Station.

Oldest WOR employe in point of service is J. R. Poppele, who opened WOR as assistant engineer and now is engineering vice president.

WRC Survey

(*Continued from page 17*)

habits the study indicated the following: 51% of the Capital area residents ride in an automobile at least three or four times a week (white ratio 58%, colored 39%), 29.5% ride in autos equipped with radios, 26.0% ride in autos with radios in working condition; 10% of the total population listens to an auto radio on an average day for an average time of 33 minutes per listener; average daily listening time for the entire adult population, including non-listeners, is 3.3 minutes.

The survey was conducted under the direction of James Seiler, promotion director, in charge of station research for WRC. Results have been studied and approved by Hugh Beville, NBC's research head.

Heard by most . . .

Preferred by most

in the BUYING Ark-La-Tex

The Shreveport Times Station

KWKH

SHREVEPORT

50,000 WATTS

Represented by The Branham Co.

Blue Book

(*Continued from page 13*)

C.I.G. officials know nothing about Estorick.

At all events, Mr. Estorick joined the Office of War Information after leaving FBIS and is believed to have worked in the Overseas Branch, 254 W. 57th St., New York, for an indeterminate time. Mr. Siepmann worked for the OWI, too—in the early days when it was the Office of Facts & Figures (1941) and in the Overseas Division, San Francisco, of the Office of War Information after the OFF became the OWI.

And of course, adding to the interesting parallels in the respective careers of Mr. Siepmann and Mr. Estorick, is the fact that each did studies of the CBC—one in 1941, and one a year later.

Mr. Estorick has not been reached for comment on his CBC activity. Chairman Charles R. Denny of the FCC, when asked about him, did not know him. He said, "If he was at the FCC at the same time Siepmann was, I would wager neither knew that the other was there."

Mr. Siepmann had already told BROADCASTING that he did not know Estorick had ever been at the FCC. "And I can guarantee one thing," he added. "He did not participate in preparation of the Blue Book or, to my knowledge, even see it before its issuance."

Where is He

What has happened to Mr. Estorick since his employment by the Federal government is unknown. A British Embassy official reported he had seen him in the Dorchester House, London, in October, 1946. A check through BROADCASTING'S London correspondent revealed that he had checked out of that hotel in November of last year.

The *Partisan Review*, a publication which has come under the scrutiny of congressional investigating committees, has carried material written by an "Eric Estorick." The *Partisan Review* displayed the subtitle in its masthead "a bimonthly of revolutionary literature published by the John Reed Club of New York." This club was named for one of the founders of the Communist movement in the United States.

An Eric Estorick is author of an introduction to the book, *Left Turn, Canada* (Duell, Sloane & Pearce Inc., June 6, 1945).

An Eric Estorick also is a Cripps biographer, author of *Stafford Cripps: Prophetic Rebel* (Nov. 3, 1941).

Mr. Siepmann was asked if he was, as charged in one Congressional report, a member of the League of American Writers. "I never even heard of it until that false charge emerged," he commented. The League had been branded by Francis J. Biddle, when Attorney General, as "a Communist-front" organization.

Mr. Siepmann has flatly denied an affiliation with or sympathy for the Communist movement. And Mr. Siepmann has indicated strongly that his acquaintance with Estorick was only casual, regardless of the fact that their paths have crossed at New York U., in the FCC, OWI and at the CBC.

Mr. Siepmann acknowledges, however, that he spent over a decade with the BBC before coming to North America; and that he spent some time studying and reporting on the state-owned Canadian system of broadcasting before being retained by the Federal Government to issue a program report on America's free-enterprise broadcasting.

PRINCIPALS in dedication ceremonies at WBCC Bethesda-Chevy Chase, Md., Feb. 9 were (l to r): Willard D. Egolf, president of Broadcast Management Inc., owners of the station; W. L. Lebling, president of Bethesda Chamber of Commerce, who served as m. c., and Charles G. Ross, press-radio secretary to President Truman, who hailed community radio in America as a "safeguard against too great standardization." Mr. Ross' address was part of the dedicatory program broadcast over the station at 1 p.m.

WAGNER LEAVES WPAY TO MANAGE FM OUTLET

PAUL WAGNER, manager of WPAY Portsmouth, Ohio, for the past four years, has resigned to accept appointment as general manager of a new FM station, WCSI Columbus, Ind. Gerald Boyd, former commercial manager, is succeeding Mr. Wagner as manager of WPAY, Eugene Carr, director of radio for Brush-Moore Newspapers Inc., owners of the station, announced.

Before assuming the managership of WPAY Mr. Wagner was with the station for seven years as announcer, salesman, sportscaster and news editor. Mr. Boyd has been with WPAY since Jan. 1, 1945, transferring from newspaper to radio.

The new Columbus FM outlet has been licensed to operate with 31 kw effective radiated power and assigned a frequency of 95.3 mc. Licensee is Syndicate Theatres Inc. Plans for operation of the station will be discussed by Mr. Wagner at a meeting of Columbus business and industrial leaders Feb. 27.

Howard Option

BUCHANAN Co., New York, has bought a 60-day option on Eddie Howard in a package deal called *A Band Is Born*, owned by the Biggie Levin office in Chicago. The agency would not reveal any further details on the package.

Spending

(*Continued from page 13*)

worth's subcommittee, tentatively scheduled to start March 3, probably will not begin before March 10. Order of appearances before the group has not been determined.

President Truman has asked Congress to appropriate $7,300,000 for FCC operations in the fiscal year ending June 30, 1948. The figure—all-time high for peacetime—has drawn speculation [BROADCASTING, Jan. 13] that Congress will cut the FCC to five or six million dollars. Last year, when part of FCC functions were devoted to war-connected work, the Commission spent only $5,954,000.

5,000 WATTS DAY and NIGHT!

WJHP Jacksonville Florida

Miles and Miles of Extra Coverage

Plus

A Station Listening Index Exceeding Average* MBS Stations by

8 a. m. to Noon Mon. - Fri. 9.3%

Noon to 6 p. m. Mon. - Fri. 44.%

6 p. m. to 10 p. m. Mon. - Fri. 32.4%

*Hooper Chart of Station Listening Indexes Oct.-Nov. 1946

"When Buying Mutual BUY WJHP"

National Representatives

JOHN H. PERRY ASSOCIATES

NEW YORK . PHILADELPHIA

DETROIT . CHICAGO

ATLANTA

Video

(*Continued from page 15*)

story, along with rebuttal testimony and cross-examination of key witnesses.

Representing CBS, besides Mr. Lodge, were Adrian Murphy, vice president; Dr. Peter Goldmark, inventor of the CBS color system; Julius Brauner, general attorney; Kenneth Yourd, senior attorney; Harold Traver, consulting attorney, and numerous executives who participated as observers.

For Du Mont: Dr. Allen B. Du Mont; Dr. Goldsmith; William A. Roberts, counsel.

For RCA: E. W. Engstrom, vice president; R. D. Kell, in charge of television equipment research; G. H. Brown, research engineer; G. L. Beers, RCA Victor Division; Charles F. Detmar Jr., and Gustav B. Margraf, counsel, plus other key executives.

For Philco: David B. Smith, engineering vice president, and F. J. Bingley, engineer.

For Westinghouse: Ralph N. Harmon, manager of engineering department, industrial electronics division.

For Paramount Pictures: Paul Raibourn, vice president.

For General Electric Co.: Dr. W. R. G. Baker, vice president, and Robert B. Dome, receiver division.

All members of the FCC sat at various times. Harry M. Plotkin, assistant general counsel, directed the hearings, assisted by George P. Adair, chief engineer, and Curtis Plummer, chief, Television Section, along with members of the economic staff.

Early in the week Chairman Denny invited counsel for the parties to submit views on the Commission's legal rights, should it deem CBS standards acceptable, to consider economic aspects of the problem in reaching a decision. The invitation was not accepted.

As hearings concluded in the Dept. of Commerce auditorium, Washington, Mr. Denny said the Commission reserved the right to require briefs or oral argument.

Following is a resume of proceedings day by day:

Belittles Color

As the Commission went into the final leg of the three-month hearing, Paul Raibourn, vice president of Paramount Pictures, reviewed experience of the movies with color, taking the position that program content is more important than the color factor.

He analyzed processes of the human eye in observing color and black-and-white images, stating that television color in its present state loses about 90% of the light. He felt this element alone would be disastrous to development of television. He spoke in praise of the brilliant black-and-white images demonstrated by Du Mont (Paramount affiliate) and Philco and noted they could be viewed at normal light levels or even in sunlight.

Mr. Raibourn said trained observers are unable to judge public reaction to an optical situation because of the formation of habit patterns in the eye. He recalled inability of the movies to develop satisfactory color by the additive or sequential process on which the CBS system is based.

Speaks for RMA Group

Dr. W. R. G. Baker, vice president of General Electric Co., appeared on behalf of Special Committee No. 1 of the RMA. He said the committee believes electronic or simultaneous color television offers the most promise.

As reasons he cited compatibility, or ability of the system to avoid obsolescence of black-and-white low-band equipment; freedom from flicker; freedom from color fringing; freedom from color breakup; greater freedom from limitations on color reproduction; more television service can be provided at lower cost.

The committee estimated over 2,000,000 black-and-white receivers can be sold in the next three years. He foresaw a four-year period for development of sequential or mechanical television, five years for simultaneous. The figures were based on a committee survey of television manufacturers. The committee recommended denial of the CBS petition.

E. W. Engstrom, RCA vice president in charge of RCA Labs and research, appeared for RMA Special Committee No. 2. He broke down the survey into several charts showing a three- to five-year period necessary to launch color television.

During his testimony Chairman Denny raised this question for legal discussion: Can the FCC legally consider the economic status of the television industry in reaching a decision in the case, if the CBS system is satisfactory from an engineering standpoint?

David B. Smith, vice president of Philco Corp., chairman of RMA Special Committee No. 3, presented cost data showing that simultaneous receivers would cost less than sequential. He predicted that denial of the CBS petition would spur all television development, including color.

Not Taking Sides

Ralph N. Harmon, manager of engineering department, industrial electronics division, Westinghouse Electric Corp., said his company was not taking sides but merely was interested in making transmitting equipment. He discussed problems involved in designing apparatus for a commercial run.

Dr. Allen B. DuMont, president of Allen B. Du Mont Labs, said color needs a 10-to-1 signal ratio over black-and-white. He told of measurements of high-frequency signals and shadow characteristics. He favored the simultaneous system because of compatability and lower cost.

He flatly accused CBS of trying to hold back television. First, he said, the industry must learn how to use the high frequencies which color must utilize.

After reviewing in detail his objections to CBS color, he summarized his opposition as based on lack of coverage; lack of brightness and size in image; need of duplicate equipment; costlier receivers; lack of compatibility; waste of spectrum. When color standards are set, he said, the FCC should advise the public that color TV is limited in coverage and cannot serve all black-and-white set owners.

Hits CBS Measurements

Dr. Thomas T. Goldsmith Jr., Du Mont research director, told of propagation studies of high-frequency signals which he said are limited substantially to line-of-sight conditions. He criticized CBS measurements as ignoring important populous areas.

He described the Trichromoscope three-gun color tube with a coating of tiny triangular pyramids to produce three-color images in either color system. He also discussed the photovision system of Du Mont by which TV signals can be transmitted for relay use by a light beam. Dr. Goldsmith discussed the brightness factor and urged adoption of a 60-frame color system rather than the CBS 48-frame system.

Prof. Selig Hecht, professor of biophysics, Columbia U., was put on the stand by CBS Tuesday morning to challenge testimony by Mr. Raibourn that the rods of the retina see only black and white, and that with the cones seeing color, the two are in conflict when viewing color television.

Prof. Hecht, one of the seven winners of the Frederick Ives Medal for work in optics, said the rods cease to play an important part in vision when the brightness of moonlight is exceeded and therefore do not confuse color percep-

SUPER SCOOPER

That's Dr. Goldsmith's Name for CBS Video Antenna

NEWEST in electronic names is the "Super Scooper", coined by Dr. Thomas T. Goldsmith Jr., Du Mont engineer, to describe a CBS double-horn antenna used to pick up Columbia's color signals in field tests.

Dr. Goldsmith endeavored to show that CBS had to use this 16-gain directional device to get its W2XCS color images, and said it swayed in the wind atop a pole.

CBS pointed out, however, that the antenna is designed for use in remote areas far from signal source and that it is to be mounted atop a roof, not on a pole. CBS added that use of the alliterative name was deliberately designed to cast reflection on its 480 kc color signals.

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tion of the cones in viewing television.

He recommended that ambient or surrounding illumination in a room with a color television set be of about the same brightness as the picture itself, and recommended use of light-colored cabinets for receivers. He said the CBS color picture is adequate in brightness, color resolution, contrast and freedom from intrusive flicker. He praised the CBS filter system. Gain in what the eye sees is very small above 10-foot lamberts, he said. Replying to Chairman Denny, he thought the average family group would like a 20-foot lambert image of 525 lines of 10 inches width.

He was cross-examined at length by Mr. Smith on his flicker testimony and insisted that flicker at 48 frames is barely perceptible, that it probably would be eliminated at 60 frames.

Dr. Goldmark in Rebuttal

Dr. Goldmark gave rebuttal testimony during the afternoon. He said the CBS standards are sufficiently flexible to permit use of simultaneous or any other system of color separation. He said the Philco reflective screen would add staggering registration problems to simultaneous color but would increase sequential's brightness four times.

Simultaneous color as displayed by RCA at Princeton was marked by bad registration and lack of color fidelity, he claimed. He said CBS is working on a dual band receiver which will receive both low and high-band television, with only one more tube than the present high-band receiver. Such sets, he said, are the television counterpart of combination AM-FM receivers.

Dr. Goldmark objected to the term "mechanical" for the sequential system, declaring it is flexible and can be used with either mechanical or electronic color selection.

CBS has adapted its relay transmitter, W2XNU, relaying programs from the laboratory at 485 Madison Ave. to the Chrysler Bldg. transmitter, for use from mobile pickup points to W2CXS, CBS experimental color station. Its mobile unit is of commercial design, he said.

Dr. Goldmark said CBS color is performing better than black-and-white did at the time it was commercialized; declared all equipment has been developed and tested; insisted CBS standards impose no practical technical limitations on future developments; reminded that color requires a period of commercial development which can only happen if the standards are authorized by the FCC for commercial use.

In a two-hour cross-examination by Messrs. Smith and Goldsmith he defended the CBS system but conceded to Mr. Smith he is interested in an all-electronic system.

Wednesday morning Dr. Du Mont cross-examined Dr. Goldmark on use of a lens in front of the CBS color image. Dr. Goldmark said he personally felt the lens was better for home reception but added that it had been taken off the CBS receivers. On redirect examination, Dr. Goldmark said the CBS image can be brightened in the future.

Dr. Goldsmith of Du Mont introduced charts and photographs of joint signal tests around New York City the week of Feb. 3-8. He said that in six of the eight locations, 484 mc images from the CBS Chrysler Tower transmitter were either indiscernible or so inferior as to be useless. The signal was fair in direct line-of-sight location, he said.

On the other hand, he explained, good images were obtained on low-band black-and-white from NBC and CBS stations. He declared that frequencies in the upper video band are similar to light waves and don't bend into valleys as do those in the lower band. Line-of-sight sites are necessary, he said. Though CBS had claimed a 400 microvolt signal could provide color service, Dr. Goldsmith contended several thousand microvolts were necessary.

He argued that the upper band never will give the degree of coverage provided by the lower TV band. Commissioner Jett questioned him on the fact that CBS had shown the FCC a good color signal at Tarrytown. Dr. Goldsmith said topography studies would show that Tarrytown has line-of-sight service.

The tests were conducted jointly by eight representatives from CBS, two from RCA, three from Philco, four from Du Mont, along with E. W. Allen, FCC, and Dr. Kenneth Norton, Bureau of Standards. Elaborate mobile measurement equipment was used, including a CBS double horn antenna with a gain of 16.

Home Observations

F. J. Bingley, Philco Corp. engineer, suggested observations under actual home conditions are more important than field measurements. After reviewing the New York suburban field measurements during the Feb. 3-8 period, he said the present CBS color transmitter does not provide a broadcast service and that to do so its power must be increased at least a hundred times. He criticized lack of interlace and presence of a 144-cycle buzz on the sound signal.

Mr. Lodge introduced a television allocation for the 480-920 mc band which provides from two to seven stations for each of 140 metropolitan districts. It is based on the FCC plan introduced last December, but provides more stations in 54 districts without decreasing the number in any district.

Commissioner Jett interposed that a way must be found to conserve frequency space without sacrificing quality, permitting 34 instead of 27 channels. Dr. Goldmark observed that band width can't be compressed without sacrificing quality and that "you can't get something for nothing in any system."

Mr. Lodge, referring to earlier Du Mont testimony indicating the kw power during the recent tests, CBS color station had radiated 10 kw power during the recent tests, said the power varied from 1½ to 5 kw. He said receiver signal strength at two FCC demonstrations at Tarrytown was 900 microvolts one time, 1400 the other.

Not Same as Light

Nyack measurements, he added, show that ultra-high frequencies do not have the same characteristics as light waves, since the area is 120 feet below line of sight. He predicted service will be available behind hills in this band. W2XCS may go to 35 kw and use a higher tower, he said.

Only 8% of the first 30 miles in the New York area lie in shadow areas, he explained, in answering Dr. Goldsmith's statements that large portions of the territory would come within shadows.

Should FCC grant the CBS application, he proposed that a new experimental television band be set aside above 5000 mc.

Summing up the CBS case, Mr. Murphy said black-and-white interests are lined up solidly against early color so black-and-white can become established. He felt CBS standards impose no future limit on color performance. All CBS wants, he insisted, is the right to go forward on a commercial basis, on an equal footing with black-and-white.

Inherent registration and color fidelity difficulties mar simultaneous color, he said, along with networking problems and difficulty of producing small receivers. Simultaneous color at Princeton was worse than the first 1940 picture of CBS, he recalled.

Again he brought out that CBS merely asks standards, which do not bar electronic color. He hit back at claims that CBS pictures can be viewed only in a dark room and predicted much brighter images as well as brighter projection images. Opposition cost data on sequential and minor complaints which commercial experience can eradicate were criticized, along with testimony that the public does not care if movies are in color.

He predicted granting of the petition would stimulate and hasten nationwide and competitive television whereas denial might delay color for a generation and discourage radio and television research because of difficulty of securing adoption of technical contributions against objections of those having conflicting interest. Mr. Murphy was cross-examined by Mr. Roberts.

Returning to the stand, Mr. Smith, of Philco, said CBS stand-

(*Continued on page 82*)

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KCMC percentage of total listeners—
APRIL 1945 _____54.1%
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SUMMARY OF CONLAN SURVEY

Broadcasting Station	MORNING Apr. 1945	MORNING Dec. 1946	AFTERNOON Apr. 1945	AFTERNOON Dec. 1946	NIGHT Apr. 1945	NIGHT Dec. 1946
Texarkana— KCMC-ABC	62.6%	64.3%	53.5%	54.7%	46.2%	44.3%
Mutual Station	....	20.9%	....	22.4%	....	18.5%
Shreveport— Columbia Station	19.5%	8.6%	20.3%	13.3%	25.3%	18.4%
Dallas-Ft. Worth- NBC Station	14.0%	4.3%	23.6%	7.3%	25.0%	16.0%
All Other Stations	3.9%	1.9%	2.6%	2.3%	3.5%	2.8%

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NAT. REP.: TAYLOR-HOWE-SNOWDEN RADIO SALES

Video

(*Continued from page 81*)

ards do not provide a practical system; pictures are not bright enough to be viewed in a lighted room; should have 60 frames to eliminate flicker; only home picture observed was not properly interlaced; FCC shouldn't freeze standards until quality of sound signal is improved; field testing is inadequate; simultaneous at 60 frames will have nine times brighter signal than sequential; grant of CBS petition would slow down all television development as well as simultaneous color.

T. A. M. Craven, vice president of Cowles Broadcasting Co. and a former FCC member, supported the CBS petition and criticized artificial attempts to protect obsolescence. He said CBS color had been field tested to a greater extent than black-and-white today on the upper seven channels, and nearer the operation point than black-and-white at the time its standards were promulgated.

Commissioner Jett observed that the door will always be open for another opportunity, should the present petition be denied. Mr. Craven said the CBS standards are broad and doubted the feasibility of converters. Referring to criticism of the high band, he reminded that color must use this band if it presents special problems.

James Sheridan, assistant chief, FCC Economics Division, presented figures on proposed set production and pricing in 1947, based on a questionnaire sent manufacturers last autumn.

Thursday Morning

At the final session Thursday morning Mr. Kell said RCA had worked on sequential, concluding 144-field 48-frame color has inherent defects rendering it unsatisfactory. He cited flicker, color breakup, color fringing, and then said Columbia has minimized these defects by compromising picture brightness, viewing distance, color fidelity and program production.

He predicted simultaneous color would have 40 foot lamberts. The CBS seven-foot viewing distance is wasteful of channel width, Mr. Kell felt, with four feet more satisfactory since preferred movie viewing, for example, is done on a 4-1 basis. Simultaneous will be satisfactory at four feet, he said, and flicker will not limit programming.

Mr. Kell pointed out that a 144-cycle power supply is necessary for the sequential transmitter, and other devices are necessary in the receiver. He agreed with Commissioner Jett that the whole color process is complicated.

Cost of adapting a black-and-white set to high-frequency color would be very great, he said, whereas a current video receiver could pick up color in monochrome with a cheap converter. He foresaw no unusual problems in solving simultaneous registration problems. Answering FCC questions, he said flaws in the RCA color picture were due to use of a makeshift transmitter not suited to the task, and lack of time.

G. L. Beers, assistant engineering director, RCA Victor Division, declared sequential color receiver tubes cost over 2½ times the black-and-white tubes, less the viewing tube, and at least a third more tubes are required. Sequential receivers would cost at least twice as much as black-and-white, he estimated on the basis of RCA tabulations. He said the high band requires developmental work to reduce oscillator radiation.

Brown Explains Power Gain

G. H. Brown, RCA research engineer, explained power gain factors in television transmitting and receiving antennas, and challenged claims of CBS for its antennas. He felt large horn antennas would not be popular with the public and suggested at least 100 kw radiated power is needed for color, unobtainable at present.

Summing up the RCA opposition Mr. Engstrom said the CBS system is not yet ready, has only one camera, has never made a pickup outside the studio, lacks 35 mm scanner, has no transmitter except for the lowest part of the 480-920 band, has not been truly field tested.

He specified transmission problems and said the CBS approach is based on compromises. He pointed also to lack of compatability and cited advantages of simultaneous color. The three main problems, he suggested, are adequacy of the proposed standards and service; obsolescence; time before service can become available. He saw adverse effects on black-and-white as well as on expansion of both black-and-white and color if the CBS petition is granted, along with problems of developing a flexible networking system. RCA plans aggressively to develop color, he said.

Final witness was Robert B. Dome, in the Receiver Division, Electronic Dept., of General Electric Co., who cited the company's cost experience in producing a small lot of sequential receivers for CBS. He estimated that sets along the line proposed by CBS could be built for $1,770 each in quantities of 10,000 or 100,000. GE is making about 40 black-and-white sets a week he said in answer to a Commission question.

COVERS THE WHOLE RANGE OF RADIO ACTIVITIES

Information

IN THIS ISSUE:

HOW THE FFC VIEWS FM, the full text of FCC Chairman Denny's address before the FM Association

HOW TIME-BUYERS VIEW FM, a study by McCann-Erickson's Hugh Lavery of what FM has to offer, and how it can be sold to advertisers

INSURANCE FOR BROADCASTERS, 2nd part of this analysis for station managers

A "FREE RADIO" THROUGH FM, C. M. Jansky explains why FM can free broadcasting from Government censorship of program content

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Herson on Network

THE WRC WASHINGTON *Coffee With Congress* program heard Saturdays, 9:30-10 a. m., will be heard on NBC beginning Feb. 22 at the same time. The program presents informal interviews by Bill Herson of WRC, with senators and congressmen and their families at their breakfast tables.

Newsmen Protest Soviet Limitation

More Representatives Requested At Moscow Conference

CORRESPONDENTS representing the networks, newspapers and periodicals have been meeting almost daily in Washington for the past week to protest Moscow limitation on the number of reporters who will be visaed to cover the coming Council of Foreign Ministers meeting in the Soviet capital.

Secretary of State George C. Marshall announced last week [BROADCASTING, Feb. 10] that the Russians are permitting only 20 American correspondents to cover the meeting. The Secretary said the State Dept. is asking the Soviet Government to increase this figure.

A committee was formed, comprised of representatives of the Radio Correspondents Assn., the Congressional Standing Committee of Correspondents, the Periodical Correspondents Assn., and the State Dept., to classify all applicants as to their qualifications.

Qualifications were based generally on demonstrated interest in Council of Foreign Ministers news, with priorities to those who covered both Paris and New York conferences on a regular basis.

Of a total of about 73 applicants, the committee picked 52 for the consideration of the State Dept. in its representations to the Soviets for possible action in enlarging the quota. CBS and NBC were listed No. 6 and 7 respectively.

Representing NBC in Moscow will be Henry Cassidy, chief of the European staff. CBS is sending Howard K. Smith, Columbia's European staff chief.

Will H. Voeller Becomes Universal Vice President

WILL H. VOELLER, for the past year manager of Universal Recorders, Hollywood, has been elected executive vice president of Universal Radio Productions of Hollywood Inc., parent corporation, and placed in charge of syndicated features. This is in addition to his present duties. Announcement was made by Wesley I. Dumm, president, who states policies of the firm will continue same as in the past.

Mr. Voeller

Mr. Voeller pioneered syndicated transcribed programs in the United States and many foreign countries. He succeeds Ed J. Broman, who resigned as vice president of Universal effective March 1 to go into transcription business on his own. Mr. Boman plans to specialize in the eleven Western states with a syndicated sales organization, expanding into production.

Black's

(*Continued from page 17*)

departments in the minds of the teen-agers and their parents and to sell specific merchandise through informal commercials, to increase traffic in the Young Moderns shop and the boys' department, to further public relations by associating Black's with the area's school activities and civic interests.

The program is emceed by typical teen-age girl and boy (Betty Black and Herb James). Popular records used on each broadcast are chosen from winners for the week from the request ballot box in Black's record shop. Remainder of the program consists of high school news (rural listeners are urged to send in news of their schools; local schools have regular reporters who meet with Black's radio director once a week), wire recordings of interviews at dances or other school activities, teen-age talent, guests, and interviews with high school students on school or extra curricular activities.

Early Morning Program

Neighbors' News: Mon.-Sat., 6:15 a.m. This program was first broadcast Oct. 21, 1946, and has been aired six days weekly since that date. Also featuring Hugh Muncy, it is designed to reach the urban and rural families of northeastern Iowa and to feature Black's downstairs store and items more in demand by a farm audience. Direct sales results from this early morning program have proved very successful. The format of the program includes weather reports, brief world and national news headline coverage, legislative farm news, state and regional farm news and crop reports, local news items, market feature, and farm announcements.

H. R. Gross, popular Iowa newscaster, is heard in another program Mon.-Sat., 10 p.m. This is a 15-minute presentation of national and international news. It opens and closes with a short commercial.

For special events, Black's also uses a special spot announcement campaign, which lasts for a period of about two or three weeks.

Promotional media used for all programs include courtesy announcements, newspaper ads, bus and car cards, direct mail, bulletin board signs in store, toppers in department advertised, window displays, time clock signs, announcements in Black's tea room menu folders.

Items to be used on the radio are selected by Black's radio department in cooperation with Paul Pahl, sales promotion manager, and department buyers. The *Neighbors' News* and H. R. Gross commercials are written by Black's radio director. Information regarding the item to be advertised in *Music for Moderns* is given to KXEL's continuity editor for adaptation to the program. *R. F. D. 1540* commercials are prepared by Hugh Muncy in ad-lib style from the approved items.

Teen-Age Show, Music for Moderns, which won first place for the James Black Dry Goods Co., Waterloo, Iowa, in the Class B Division of the NRDGA contest, features, among other things, interviews with high school students. Program's m.c.'s are Betty Black (center) and Herb James, shown interviewing a student when she visited Black's Young Moderns shop.

KXEL Staff Interested

One point which I think all radio station managers might observe is the fact that the entire staff of KXEL has a personal interest in each of Black's broadcasts. Obviously this unified effort greatly simplifies, for the store's radio department, the many complexities attendant to broadcasting 20 quarter hours per week.

It is evident from the following statement by Mr. Pahl that radio advertising for retailers has proved and is proving itself most effective: "With a definite outline in mind and over an extended period of time, we, at Black's, feel that radio is very effective both for the actual selling of merchandise as well as doing an outstanding institutional job for the store. Radio advertising has also made Black's known to thousands of people throughout the State of Iowa who were not formerly acquainted with our store. Therefore, radio will continue to play an important role in our sales promotion at Black's."

Leopold Director

JOSEPH LEOPOLD, vice president and copy chief of Federal Adv., New York, has been appointed a director of the agency.

Only 6% of New Yorkers Ready to Buy Television Sets Now, 25% Within Year

NINE OUT OF TEN people intend to buy a television set sometime, but only 6% are ready to buy now and less than 25% within a year, according to a survey made in December in New York by students of the market research class at City College, under the direction of Prof. Ernest S. Bradford. Designed to determine the market for television sets in New York City, the study was made for Schacter, Fain & Lent, agency for Viewtone television receivers.

Covering 338 personal interviews with adults made at 22 viewing points throughout the city, including 16 radio and music stores and six bars, the survey disclosed not only that three-fourths of those interviewed were uncertain as to when they will purchase video sets but that the majority expect to get a radio-television-phonograph combination receiver with a 12-inch viewing tube for expenditures of about $500.

A third of the persons interviewed had not seen television previously and of those who had seen it before about a fourth had seen only the demonstrations staged at the New York World's Fair in 1939-1940 and only a sixth had seen it under home conditions. Brand consciousness has not become general as yet, with 46.2% of those who had seen a previous demonstration not recalling the brand of set. Where the name was remembered, RCA led with 36.7%, Viewtone was second with 16.7%, Du Mont and U. S. tied for third with 6.2% each.

Type of Set

Queried as to type of set wanted, price they intended paying and size of screen preferred, 18.7% said they wanted a television set only. Of this group, 59.0% set their price at $150-$250, 37.4% at $350-$500, 1.8% at $650 and up, and 1.8% didn't know. A 7-inch screen was preferred by 10.7%, a 12-inch by 50.0% and a larger screen by 30.3%.

The group that wanted video-radio combinations comprised 34% of the total. This class divided on price as follows: 52.0%, $200-$350; 39.2%, $350-$500; 2.0%, $650 and up; 6.8%, didn't know. Of this group, 13.7% voted for a 7-inch screen, 48.0% for a 12-inch and 38.3% for a larger screen.

Nearly half of those interviewed, 46.3%, wanted receivers that include television, radio and a phonograph. Of this group, 43.8% said they would pay $250-$400; 35.9%, $400-$650; 12.4%, $650 and up; 7.9% didn't know. Their votes on screen size were: 7.9% for a 7-inch screen, 43.2% for a 12-inch and 46.7% for a larger screen, with 2.2% undecided.

TV as Advertising Medium For Stores to Be Studied

DEVELOPMENT of effective techniques for use of television as an advertising medium for retail stores will be taken up by the new NAB Sales Managers Television Subcommittee and a parallel group from National Retail Dry Goods Assn. at a meeting to be held Feb. 20 in New York.

Complete membership of the NAB subcommittee was announced last week by Eugene S. Thomas, subcommittee chairman, and Frank E. Pellegrin, NAB director of broadcast advertising. Newly appointed members are: Samuel H. Cuff, Allen B. DuMont Labs.; G. Emerson Markham, WRGB Schenectady; George Moskovics, WCBS-TV, New York. Other members are Arthur Hull Hayes, WCBS; James V. McConnell, NBC.

KBIX Non-Hearing Action Awaited on FM Petition

KBIX Muskogee's FM application, originally set for hearing with the station's license renewal application, was awaiting a non-hearing decision last week after FCC called off, for the third time, a Blue Book renewal hearing [BROADCASTING, Feb. 10].

The Commission reconsidered its action setting the KBIX renewal application for hearing on issues including programming, and granted renewal without hearing. The FM application was taken out of hearing and will be acted upon separately.

KBIX, one of seven stations originally put down for renewal hearing because of programming, is the third to secure Commission reconsideration. Others are WIBG Philadelphia and KGFJ Los Angeles. WTOL Toledo was heard last month. The three still scheduled for hearing are KONO and KMAC San Antonio and WBAL Baltimore.

Radio Institute

SIXTH annual NBC-Northwestern U. Summer Radio Institute will open June 23 to a limited number of qualified students seeking advanced training in professional radio, it was announced last week by Judith Waller, educational director of NBC Central Division and co-director of the institute. Eleven courses, all of which carry full university credit, and a required series of 12 lectures, are to be presented during the six-week term of the institute. Enrollment will be limited to persons with at least one-year's experience in radio or an allied industry, former students, and directors or supervisors of educational radio stations and radio activities. Tuition fee again will be $100 for the entire course. Similar institutes are to be held at the U. of California and Stanford U. in cooperation with NBC Western Division.

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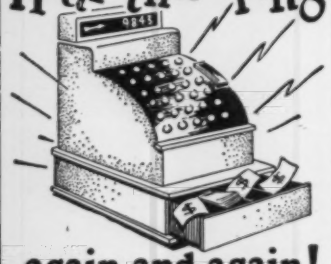

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Amendments To Applications

FOLLOWING is a list of amendments to AM applications reported by FCC as tendered for filing before the Feb. 7 deadline on the Commission's temporary expediting plan but not previously announced. The applications involved are all non-hearing cases. (List of new AM applications starts on Page 20A.)

Gene Burke Brophy, Nogales, Ariz.—1240 kc, 250 w, unlimited;—AMENDED: to change to 910 kc, power to 100 w night, 250 w day.

Eva Miller Grimes tr/as Ventura County Bcstg. Co., Oxnard, Calif.—1210 kc, 1 kw, day;—AMENDED: to change to 910 kc and change antenna.

Albert Alvin Alamada, Sacramento, Calif.—1380 kc, 1 kw, unlimited, DA-N;—AMENDED: to change to 1390 kc and make changes in DA for day and night use.

Connecticut Electronics Corp., Bridgeport, Conn.—740 kc, 1 kw, day;—AMENDED: to install DA.

Robert W. Rounsaville, Buckhead, Ga.—1080 kc, 1 kw, day;—AMENDED to change to 1120 kc.

Lake Shore Bcstg. Co., Evanston, Ill.—1200 kc, 5 kw, day;—AMENDED: to change name to Lake Shore Bcstg. Co., frequency to 1520 kc, install DA and change transmitter location.

Illinois Valley Bcstg. Co. (WLRL) Peoria, Ill.—Specify power of 5 kw, DA day and night, change type of transmitter and change transmitter location;—AMENDED: change in DA.

Northwestern Indiana Radio Co., Valparaiso, Ind.—850 kc, 250 w, day;—AMENDED: change frequency to 1080 kc.

Commercial Associates, Sioux City, Iowa—620 kc, 1 kw, unlimited, DA—AMENDED: change in DA daytime pattern and change transmitter location.

Northeast Radio, Lawrence, Mass—1210 kc, 1 kw, daytime, DA;—AMENDED: change frequency from 1210 kc to 980 kc, and change antenna to vertical.

KFEQ Inc (KFEQ) St. Joseph, Mo.—Increase from 5 kw to 10 kw day and 5 kw night, install new transmitter and make changes in DA;—AMENDED: change DA to night only and non-DA day.

Home News Publishing Co., New Brunswick, N. J.—1160 kc, 250 w, daytime;—AMENDED: to change frequency to 1070 kc, power to 100 w, changes in antenna and transmitter location.

John J. Laux, Niagara Falls, N. Y.—1080 kc, 1 kw, daytime;—AMENDED: change frequency to 1440 kc.

Rome Sentinel Co., Utica, N. Y.—1150 kc, 5 kw, unlimited, DA;—AMENDED: to change to 1 kw night and 5 kw day and changes in DA.

Harold H. Thoms (WHTT), Durham, N. C.—Change from 1580 to 1590 kc, hours from daytime to unlimited, install DA night and change transmitter location;—AMENDED: to modify DA.

Tri-City Bcstg. Co., Bellaire, Ohio—960 kc, 1 kw, daytime;—AMENDED: to change to 1050 kc.

Carolina Bcstrs., Anderson, S. C.—890 kc, 1 kw, daytime;—AMENDED: to change to 1070 kc.

Anderson Bcstg. Co., Anderson, S. C.—980 kc, 1 kw, daytime;—AMENDED: to change to 1070 kc.

Piedmont Bcstg. Co., Greenville, S. C.—1440 kc, 500 w, daytime;—AMENDED: to change hours to unlimited using 500 w and install DA for night.

Frank Mitchell Farris Jr., Nashville, Tenn.—870 kc, 1 kw, daytime;—AMENDED: to change to 1410 kc, hours to unlimited employing DA day and night.

Thomas G. Harris, individually and as trustee for Coleman Gay, James P. Alexander, E. G. Kingsbery, Rex D. Kitchens, Spencer J. Scott and Hardy C. Harvey, Austin, Tex.—1490 kc, 250 w, unlimited;—AMENDED to change frequency to 1340 kc.

Brazoria County Bcstg. Co., Brazosport, Tex.—1300 kc, 250 w, daytime;—AMENDED: to change to 1110 kc.

Century Bcstg. Co. (KWBU), Corpus Christi, Tex.—Change to 1030 kc;—AMENDED: to change hours from daytime to unlimited using 10 kw night, 50 kw day, change transmitting equipment and install DA for day and night.

Halifax Bcstg. Co., South Boston, Va.—1230 kc, 250 w, unlimited;—AMENDED: to change frequency to 1400 kc.

"KRIC," the young husky, is KRIC's parting gift to the ship that sailed from Beaumont, Tex. for the South Pole expedition. KRIC Manager Ralph K. Maddox (l), presents the pup to Expedition Leader Commander Finn Ronne. Commander Ronne named the dog "Kric" in appreciation of the station's series of public interest broadcasts which preceded the ship's sailing from Beaumont.

TEST TELEVISION IDEAS NOW, RADIOMEN TOLD

CHICAGO RADIO executives were told Wednesday that "at least 50,000" television receivers would be available to the Chicago area by next Christmas and that the present time offers an opportunity that will never be duplicated to test television program ideas.

No Price Reduction

Speaking as guest of the Chicago Radio Management Club, Capt. William C. Eddy, television director of WBKB, told members that all black and white receivers now on the market can receive television anywhere in Chicago without special adjustment except in buildings using DC current and that today's prices will not be materially reduced in the future even if manufacturers greatly increase production.

He said WBKB would continue in black and white television even with the advent of color and would continue to broadcast on black and white band because "certain types of programs do not lend themselves to color."

Asked about the future of color, Captain Eddy said color definitely will replace black and white but that for a long time color television will remain in the laboratory. "Should CBS be successful with its mechanical color it will junk all previous black and white research and production, leaving the television broadcaster with only his technique," he declared.

However, Captain Eddy said that electronic television as endorsed by RCA would require only a converter to make present receivers capable of picking up color.

"FOR GREATER COVERAGE AT LESS COST"
IN PENNSYLVANIA'S RICH ANTHRACITE REGION

1000 W WHWL 730 KC

IS A MUST!

"ANTHRACITE'S GREATEST DAYTIME COVERAGE"

NANTICOKE, PA.

FORJOE & COMPANY
National Representatives

EXPECTED ON THE AIR SOON!

GE AND WESTINGHOUSE NEGOTIATING WITH UE

THE UNITED Electrical, Radio & Machine Workers of America (CIO) will begin contract negotiations in New York today (Feb. 17) with General Electric Co. and in Pittsburgh with Westinghouse Electric Corp., the union announced last week.

General Electric officials will meet with union delegates representing 125,000 GE employes in 84 plants throughout the United States, while union delegates representing 75,000 Westinghouse employes meet with the company at the Westinghouse offices in Pittsburgh. Representatives of the union's international office will attend both meetings.

Negotiations with the companies follow conferences in January when union delegates outlined their plans to seek "substantial wage increases," paid holidays, a union shop and a broad health and retirement program.

A union spokesman said that no date had been set for negotiations with Sylvania Electric Co. and with the electrical division of General Motors Corp., whose workers also belong to UE.

Emerson 1st Quarter Set Output Doubles Year Ago

AT AN ANNUAL Emerson Radio & Phonograph Corp. stockholders' meeting held Feb. 5, Benjamin Abrams, president of the firm, announced that production of radio sets for the first quarter of Emerson's fiscal year which ended Jan. 31 was more than double that for the corresponding quarter last year.

Mr. Abrams announced that the company has started production of new $19.95 table model sets and expects to produce them at a rate of 2,000 a week within the next six weeks.

The mass manufacturing of television sets, Mr. Abrams reported, would not be started until the summer, as he felt that there was not sufficient market for video sets at present. Emerson is now producing a few sets mainly for field test purposes.

HAPPY over their appointments as account representatives in CBS network sales department are W. Eldon Hazard (l) and David V. Sutton. Both have made outstanding records with Radio Sales, spot broadcasting division of CBS, since joining Columbia in 1939.

KMPC Will Become 50 kw Outlet; Plans Expansion

KMPC Hollywood, which will increase its power to 50 kw Feb. 20, last week announced plans for an expenditure of $100,000 in 1947. Robert O. Reynolds, vice president and general manager, said the station already has expanded its news staff under the guidance of Clete Roberts, newly appointed director of public affairs, and that program and production personnel likewise will be added as KMPC increases its live programming.

The station has planned an 18-hour schedule utilizing from one to five name personalities on each program on the opening day of its 50 kw operation next Thursday. State and civic officials will be among those participating, Mr. Reynolds said.

Loveton Resigns

SINCE LENNEN & MITCHELL, New York, no longer has any network shows originating in New York, John Loveton, producer-director for the agency has resigned effective Feb. 14. He will freelance in New York. Thomas Doughten, who was named head of the agency's New York radio department on Feb. 1, continues in that capacity.

EAST COAST - CHICAGO TELEVISION LINK IN YEAR

CHICAGO will be linked with East Coast video stations in a television network within a year, an announcement by the Illinois Bell Telephone Co. Wednesday revealed.

Illinois Bell reported that plans would soon get underway to construct coaxial cables connecting Chicago and Philadelphia and including Cleveland, Toledo and South Bend. The company stated the coaxial cable had been established as a suitable and reliable means of transmission of television programs and that it is "a further step in ultimate nationwide television."

Five Chicago interests expect to make use of the Philadelphia-Chicago link including WGN WBKB ABC and CBS when television stations are constructed. The coaxial link when completed will make possible many New York and other East Coast television programs to be viewed in Chicago, such as the opening of Congress, championship boxing matches and other events, a telephone spokesman said.

Listen With Children, Magazine Author Urges

BELIEVING children's radio programs "turn out to be a good thing after all if you learn to make them fit the needs of the whole family," Josette Frank, educational associate at the Child Study Assn. of America, states in an article in the February *Woman's Home Companion*, titled "Those Dreadful Programs."

A mother of two "radio-loving youngsters," Mrs. Frank says, "There's no escaping the fact that radio has won our children. Instead of worrying about it, it's time parents learned to make the best use of this wonderful instrument. Don't belittle their taste but help them find the good programs. Relax and listen with them sometimes to their own high favorites. Invite them to listen with you to yours. You'll be rewarded for your tolerance and patience by seeing your children grow through the trying stages into widening interests and appreciations. In families, good taste is catching."

Threatens Suit

JOHN WOLFE, owner of a San Francisco transcription firm of the same name, declared last Tuesday he would file suit against Clancy Hayes, KPO singer, in connection with the royalties from the popular song, "A Huggin' and A-Chalkin'." Mr. Wolfe claims that he and Hayes wrote the piece as a parody from an old popular song back in 1923. *Newsweek* recently reported that the song has gone onto one million phonograph records and that it is fourth national best seller.

1947 A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

The Winning Time
is the Time You Buy on

BINGHAMTON, N. Y.
•
N.B.C. in the Triple Cities
HEADLEY-REED
National Representatives

FAMILY

WIBW has been a farm station for 20 years. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

SEATTLE'S THANKS
8 Stations Honored for Help in City's Chest Campaign

SEATTLE's radio stations have received recognition for the assistance they gave in the recent Community Chest campaign, to which Seattle citizens contributed $1,490,510 (105% of the goal). At the annual Chest dinner eight stations—KEVR KIRO KJR KOL KOMO KRSC KVI and KXA—received Order of the Red Feather certificates. Several station staff members and free lance artists also received certificates.

The radio committee under direction of O. W. Fisher, president and manager of KOMO, devised many approaches for the Chest campaign. Two series of 20-second spot announcements were recorded by William R. Corcoran, Carroll Foster and Tubby Clark of KIRO and distributed without charge to all eight stations. Live and recorded broadcasts were presented, including a wire-recorded interview with some of the 100 Boy Scouts who distributed campaign posters. Bill Robinson of the Metropolitan Choir transcribed a 15-minute program which was heard on several stations. All stations contributed technical aid and talent throughout the campaign.

INGVAR WOOGIN, formerly with WABF New York, FM station, has joined the advertising staff of "Park East," New York.

HOW TO CATCH AN EAR

Snagging San Francisco-Oakland Bay Area ears takes a lot of ear fishing know-how and KSFO has the formula down pat. For many years KSFO has provided the Bay Area with music, music to fit its every mood. The results are more than satisfactory as KSFO advertisers will attest.

Yes, three out of four (pairs of) Bay Area ears said they prefer KSFO to any other Bay Area independent station.

So, if you have a message to pour into a Bay Area ear, use KSFO for economy and sales effectiveness.

Ask any Universal Radio Sales representative for KSFO's music story.

Everyone likes music
KSFO
SAN FRANCISCO
represented by
UNIVERSAL RADIO SALES
New York • Chicago • San Francisco
Los Angeles • Seattle

Radio in Canada Subject of Survey

Opinions Sought on Government Owned vs. Private Radio

THE PROS AND CONS of government-owned versus privately-owned broadcasting in Canada are now being asked in a national survey by the Imperial Daughters of the Empire, a national women's organization. Fourteen questions dealing with all phases of broadcasting are included. Canadian stations are watching the survey, as it appears from the questions that it may be designed to prove the case for government-ownership of broadcasting and gradual elimination of commercial programs.

Questionnaire asks if proper balance is maintained by both types of stations of informative and entertainment value programs and if privately-owned stations are performing a necessary public service. It seeks opinions on CBC taking over complete control of broadcasting in Canada and elimination of all commercial advertising on CBC programs.

Questionnaire also asks each person answering to name all stations in the province, whether or not all privately-owned stations are heard clearly throughout the province, opinion on allotment of commercial advertising time on privately-owned stations, opinion on best and worst types of advertising heard on privately-owned stations, opinion on various programs on privately-owned stations and CBC stations.

Tenth question is of particular interest. It states: "Scientific experts have found that only 6.36% of the radio commercials examined were true. Is there any radio committee responsible for type, quality and accuracy of commercial advertisements?" And the fourth question seems to have definite implications for private radio. It states: "Would reducing the wavelength of privately-owned stations affect them financially? Explain."

KSTP Crow Shoot

SUCCESS of KSTP St. Paul's $567,000 fish tagging contest last May has prompted the station to call on over 200 sporting associations throughout Minnesota for approval of the state's conservation department's request for a crow-shooting contest in early spring. Sam Levitan, KSTP promotion director who conceived the fish tagging contest labeled by the conservation department as "Minnesota's outstanding tourist attraction of 1946" said if plans now under consideration are carried out, 1,000 crows would be banded with the possibility that merchandise and cash prizes would exceed last year's offer. The conservation department recommended the crow shooting contest as a substitute because of fear the 1947 fishing season might prove a failure based on last year's poor catch.

JOINT SPONSORSHIP of WOAI San Antonio's 10 p.m. newscast by the Lone Star Brewing Co. and H & H Coffee Co. was launched recently, and the merchandising and promotion plans for the series were discussed at a luncheon of executives representing the sponsors, station and agency. Seated (l to r): Thomas F. Conroy, owner of Thomas F. Conroy Advertising Agency; Gus J. Menger, president of H & H; Hugh A. L. Halff, president and manager of WOAI; Harry D. Jersig, vp of Lone Star Brewing; Austin Williams, WOAI's 10 p.m. newscaster. Standing: Ward M. Wilcox (l) and Louis J. Riklin, account executives of the advertising agency.

SUBPOENA FOR HEARST REQUEST TURNED DOWN

FCC announced last Monday that the request of Public Service Radio Corp. for a subpoena to compel the attendance of William Randolph Hearst at the WBAL Baltimore-Public Service hearing later this month had been denied.

The denial was entered by FCC Comr. Rosel H. Hyde on Feb. 5, the Commission said, and was made "without prejudice to renewal of said request in the course of said proceeding."

At the same time the Commission on its own motion authorized a one-day continuance of the hearing, from Feb. 24 to Feb. 25. Present plans, FCC indicated, are to conduct the hearing at Baltimore.

Public Service Radio Corp., principally owned by Drew Pearson and Robert S. Allen, had requested that Mr. Hearst be subpoenaed as chief owner of Hearst Radio Inc., licensee of WBAL. Messrs. Pearson and Allen are seeking the 1090-kc., 50-kw facilities of WBAL, whose license renewal application will be heard in the same proceeding.

J. A. FOLGER & Co., San Francisco (coffee), Feb. 11 started for 52 weeks "Frank Hemingway—News" on 12 NBC Pacific stations, Tues., Thurs., Sat., 5:45-6 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

Puritan Sponsors

PURITAN CO. of America (Realemon) began sponsorship Feb. 10 of three 10-minute shows weekly on WLOL Minneapolis featuring Frank Sinatra records. Contract for 52 weeks was placed by Schwimmer and Scott, Chicago. Puritan also renewed *Start the Day Right* a 10-minute show on WIND Chicago 9:05-9:15 a. m. 6 days weekly.

"THIS IS MEMPHIS'
City Institutions Dramatized On WMPS Program

USING wire recorder, WMPS Memphis is presenting a public service featured titled *This Is Memphis*, dramatizing phases of community life, industry and institutions.

Story of one firm or organization is told each week, an announcer taking a radio tour with the recorder and featuring men and women on the production line.

Each program ends with a statement by the president of the organization who discusses the future of his firm as well as the future of Memphis. The president later is presented with a complete set of records of the broadcast.

SONOCRAFT
DISC—TAPE—WIRE
for IMMEDIATE DELIVERY!

RECORDING EQUIPMENT AND RECORD BLANKS

REPRESENTING:
Presto Recording Corp.
Atlec-Lansing Corp.
Brush Development Co.
Recoton Corp.
Rek-O-Kut Co.

SONOCRAFT CO., Inc.
45 West 45th St., New York 19, N. Y.
BRyant 9-8997

Rough Starts

TWO RECENT appointees to the WBT Charlotte staff—Kenneth I. Tredwell, production chief, and Keith S. Byerly, Carolina sales manager—are relaxing again after harrowing experiences. Mr. Tredwell, making his first program observation at WBT, flipped a match into what appeared to be a garbage pail—in reality a receptacle for highly inflammable disc shavings. Firemen using gas masks got things under control before any damage was done to equipment. Mr. Byerly's experience was of a different nature. The new Carolina sales manager went for a plane ride wtih his wife, but instead of getting a good view of his new sales territory he got a scare. The plane crash-landed in the Catawba River —fortunately, with no personal injuries to Mr. or Mrs. Byerly.

WBBM Engineer Develops New Peak-Limit Amplifier

DEVELOPMENT of a new type of peak-limiting amplifier which makes it impossible for any broadcast to exceed the predetermined maximum output level has been credited to a WBBM Chicago engineer, E. E. Schroeder, by A. B. Chamberlain, chief engineer for CBS.

Mr. Schroeder, inventor of the CBS 1A-amplifier, developed the new gain adjusting amplifier under the direction of J. J. Beloungy, former chief engineer for WBBM and now chief engineer for WCCO Minneapolis.

A repackaged version of the original unit is currently being manufactured by General Electric.

While similar to many peak-limiting amplifiers now in use, the outstanding feature of the Schroeder model is an effectively zero attack time.

VIDEO GOVERNMENT IN EMERGENCY URGED

LEGISLATION by television in case of national disaster was the suggestion Monday of Senator Alexander Wiley (R-Wis.). In an open letter to President Truman the Wisconsin lawmaker urged the need for "more immediate push-button plans for the push-button warfare" of the future.

"Not fantastic at all," Du Mont Laboratory spokesman Charles Kelly, told BROADCASTING. He declared that facilities already exist for a limited amount of televised government should the need arise. Mr. Kelly, who is assistant general manager for the Du Mont television station, WTTG Washington, said television facilities in Philadelphia, New York, Washington, Schenectady and Boston could be hooked up in a round table relay which would permit remote control government.

Mr. Kelly backed up his assertions with the story of the first legal and binding contract closed by television. Chevrolet Division of General Motors concluded a contract with Campbell-Ewald Agency for a series of Sunday television programs during an hour of televised negotiations with the parties more than 600 miles apart [BROADCASTING, Nov. 25, 1946].

Mr. Kelly predicted that when circuits become available executives will prefer to buy television time, not only to sign contracts, but also to make pep talks to distant employes, sales managers, etc.

GE Film on FM

AS AN AID to FM broadcasters and dealers in popularizing FM broadcasting in their areas of operation, the electronics department of the General Electric Co. is preparing a film which presents an easily understood dramatization of the advantages of FM. Entitled "Naturally—It's FM," the film is timed to tie in with the growth of FM throughout the country during 1947 and replaces an earlier film, "The Story of FM" which was produced by General Electric in 1941.

Not Yet Filled

THE seventh FCC post, vacant for a year, may continue vacant for some time, President Truman said Thursday at a news conference. He added that he hasn't been able to find the man he wants. Asked if his long search to find a "man" precluded appointment of Miss Marion Martin, he jokingly replied that he meant the whole species.

Facsimile Has a Bright Future, Writer Believes

WITHIN the next year you will see facsimile machines operated in schools, libraries and stores, and you may be able to try facsimile in your own home. This is the prediction of Charlotte Fitz Henry Robling, Nieman Fellow newspaperwoman, in an article entitled "All They Know Is What They Read on the Radio!" in the February issue of *Better Homes & Gardens.*

Miss Robling outlines in some detail the experiences of WHAS Louisville, which for three years has been broadcasting a daily two-hour program that brings the WHAS Facsimile News into some 40 homes that have facsimile receivers. After reviewing the present status of the medium she concludes that facsimile stands a good chance of causing a "major revolution" in the field of communications.

In the past facsimile has gone out on AM short wave, but new sets will operate on FM, which will eliminate most of the static, currently a No. 1 problem, she points out. Further, Miss Robling says, research has ironed out the second big complaint concerning facsimile —slow transmission—and postwar machines will deliver 500 words a minute, four times the output of older facsimile sets in Louisville.

CONGRESS AGAIN GETS TWO BILLS ON RECORDS

TWO BILLS amending the copyright act of 1909 with respect to records played on coin-operated machines and the cutting of records from live broadcasts were introduced for the 11th time in the House. Each time the bills (H.R.-1269 & 1270, this Congress) were introduced in the past they died in committee.

Sponsor of the legislation, Rep. Hugh D. Scott Jr. (R-Pa.) denied that the bills have anything to do with the AFM. Mr. Scott's office referred BROADCASTING to Maurice J. Speiser of New York, lawyer for the National Assn. of Performing Artists, for further information, indicating that NAPA had requested re-introduction of the oft-written legislation.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Encore Music

MANAGUA, NICARAGUA

On Transcriptions: Associated, Elliot Lawrence; Capitol, Jan Garber; MacGregor, Dick Peterson; Standard, Freddy Martin; Thesaurus, Patti Dugan-Jumpin' Jacks; World, Jose Morand.

On Records: Guy Lombardo, Decca; Freddy Martin, Victor; Kay Kyser, Columbia; Gordon Trio, Sonora; Two Ton Baker, Mercury; Dick Peterson, Enterprise.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

We Have TIME Buyers Quarreling

WHBQ MEMPHIS

No Foolin'—who wouldn't like to have his spot at a 6.5 Hooperated time? We have a few left that are real dillies. Get the facts today.

CALL W. H. BEECUE

RAMBEAU
New York • Chicago • Hollywood

. . . Do you pour syrup zig-zag or in a puddle?

. . . Can you throw away an old boomerang?

. . . Do Mama Fishes feed their babies?

. . . Are cauliflower ears edible?

FOR YOUR STREET OR QUIZ SHOW, MORE THAN 500 TESTED QUESTIONS THAT GET SWELL ANSWERS.

$10.00

Check or money order to

TED GRIZZARD
1032 N. Dearborn
Chicago 10, Ill.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

OUR EDITORIAL PROJECTS FOR 1947
1. Improved financing for schools.
2. Development improved water supply.
3. Support for youth recreational center.
4. Establishment of city planning commission.
5. Improved program of public health.
KFXJ
Serving Public Interest in Colorado for 21 Years
GRAND JUNCTION
920 KC 1000 WATTS

ADVERTISING AGENCIES
buy MOST SPOT TIME
and ADVERTISING AGE has the largest A.B.C. agency circulation
Advertising Age
The National Newspaper of Marketing
100 E. Ohio St. Chicago 11, Ill.

By actual survey
TORONTO'S MOST LISTENED-TO STATION
DIAL 580
CKEY

LONDON LETTER—By William Pingrey

MP Charges British Television Being Neglected by Government

A LABOR member of Parliament charged early this month that the BBC television service was inferior and was not getting a square deal from the Government.

Speaking in the House of Commons, Laborite J. Lewis, a television enthusiast, complained that only a small number of persons living within a narrow radius of Alexandra Palace, television headquarters, had the benefit of the service, resumed only eight months ago.

Mr. Lewis added that BBC equipmen was 1938 vintage; that Alexandra Palace was inadequate, and that television was struggling for its life against the opposition of vested interests running the country's entertainment, such as fight promoters, theatrical managers and the film industry.

After similar criticisms had been voiced by other members, Assistant Postmaster General W. A. Burke, Government official with supervisory control over the BBC, denied that either the Government or the BBC monopoly lacked enthusiasm for television.

The Government, Mr. Burke said, regards television as part of an integrated broadcast service which should be available to all Britain. He agreed, however, that Alexandra Palace was inadequate and that postwar shortages of equipment hampered development.

Mr. Lewis' blast came only a few days after Bernard Buckham, radio critic for the *London Daily Mirror*, had criticized the service, stating: "To all those who are gasping for television and cannot get it, I would say—'Don't worry, you're not missing much' . . . So far as the programs and the quality of their reception are concerned, television seems just where it was before the war."

* * *

The Conservative Party has reported that no member of its political organization had participated in 32 talks on political subjects on the BBC during December.

The Party, disclosing it had monitored broadcasts and would continue to do so, said among the December speakers were Labor Members of Parliament, nine other Labor speakers and six Liberals.

Even an ostensibly "factual" broadcast, the report said, could convey "subtle political propaganda." A Conservative spokesman added: "While we, of course, acquit the higher direction of the BBC of a political bias one way or the other, the preponderance of Left-Wing speakers revealed is disturbing."

A BBC official said an inquiry would be made.

* * *

Fifty of the nation's leading dance orchestra leaders have met in London and agreed to approach the BBC about the "scandalously low fees" they receive for broadcasting.

The group is the Dance Band Directors' Association, affiliated with the Musicians' Union. It appointed a committee to open negotiations with the BBC for an agreement on more dance programs at popular listening hours and higher fees.

* * *

There was other news of BBC pay packets. One was good—the *Sunday Chronicle* reported that the first result of the inquiry into charges of BBC employes accepting bribes for favors was an increase in salaries for executives.

But there was dissatisfaction. John Burnaby, 36 year old variety producer, resigned to look for radio employment elsewhere when he was told his 890 pounds annual salary ($3,560) was the ceiling.

Commenting on this, Jonah Barrington of the *Sunday Chronicle* wrote: "If British film directors in the Rank organization can earn 10,000 pounds ($40,000) a year, surely their prototypes in the radio field are worth more than 890 pounds."

Then a poet and author spurned the BBC's offer of the Society of Authors minimum for his works for broadcasting. For a foreign broadcast of a translation of a 6,000 word story, the BBC offered five guineas ($21).

* * *

An inquiry ordered by the BBC board of Governors into charges that producers have accepted bribes from persons seeking to broadcast has been started by Sir Valentine Holmes, an attorney, but no results are expected to be announced until a full report is in.

Meanwhile, London radio critics have gone to bat for the BBC officials accused of sub-rosa activities.

Recalling that Wing Commander G. Cooper, who made the charges in Parliament, said that BBC contracts are "fixed up over the lunch tables at public houses" near Broadcasting House, Jonah Barrington of the *Sunday Chronicle* wrote:

"It is the way show people work, always have worked and always will work. You are at lunch, you see an artist you had forgotten" and you offer him a part in the next radio show.

* * *

The BBC's No. 3 "highbrow" network, the Third Programme, has an audience of about two-thirds of a million but on peak occasions it may reach two million listeners.

This was reported by the Assistant Postmaster General, who said the BBC was considering steps to improve coverage. Many parts of the United Kingdom are unable to receive the program.

SAFETY JINGLES
N. Y. Bureau Supplies Stations With Spots, Scripts

FOLLOWING the theory of many successful advertisers that "if it rhymes they'll remember it," the New York State Radio Bureau starts out an announcement urging the use of chains by winter motorists with limerick:

Said a thoughtless young man
in a truck,
"Tonight I'll depend on my
luck.
"If the road isn't icy,
"I'll do very nicely."
But it was—and he's dead as
a duck.

Bureau, headed by Miles Heberer, also supplies New York stations with advice for hunters, skiers, through-the-ice fisherman, and other seasonal hints—all in the form of brief announcements that usually quote one of the State departments as authority.

PHOTOGRAPHER was on hand when executives of Honolulu's four radio stations visited the Coconut Island Club International recently as guests of Edwin W. Pauley, chief of Allied Reparations Commission and a charter member of the club. From l to r: Robert Dick, manager of KGMB; Roy Turner, vp and commercial manager of KHON; Henry Putnam, manager of KPOA; Ralph Fitkin, president of Aloha Broadcasting Co. Ltd. (licensee of KHON); Mr. Pauley; J. Howard Worrall, president and general manager of KGMB; Marion A. Mulroney, manager of KGU.

PRODUCTION PLANS for *The Whistler*, CBS mystery show, are discussed by (l to r): George Allen, Columbia's Pacific Network program director, who produces show; D. W. Thornburgh, CBS vp in charge of Western Division; Ed Abbot, vp of Shaw-LeVally Inc., agency for Household Finance Corp., which will sponsor show on all but Pacific Network portion of CBS starting March 20.

Radio Clinic in New York Will Hear Feltis, Hooper

HUGH M. FELTIS, BMB president and C. E. Hooper, president of C. E. Hooper, Inc., New York, will discuss "Radio Audience Measurements" today (Monday) before the radio and television clinic of the Advertising Club of New York's advertising and selling course. The illustrated talks will be followed by discussion led by E. P. H. James, MBS manager of sales operations.

A sound motion picture explaining BMB will be presented by Mr. Feltis, while Mr. Hooper will present a transcribed example of the coincidental telephone interview techinque.

New Business Census

LEGISLATION for a five-year census of business and manufacturing activities was introduced in Congress last Monday. The measure would re-establish, beginning in 1948, the manufacturing census, discontinued in 1939 due to the war, and combine it with the regular census of businesses. Prior to 1939, census of manufacturing was taken every two years. The proposed census would include distributive trades and service establishments. If passed, the census would relate to activities of 1947.

The measures were introduced by Senator Albert W. Hawkes (R-N. J.) and Harold C. Hagen (R-Minn.).

CKMO Vancouver, B. C., has issued a folder containing facts on how station claims to have doubled its audience in past 12 months.

Casualty

ROY GIBBONS, correspondent representing MBS with the Byrd antarctic expedition, last week became the first radio man casualty in Little America. He slipped on the ice and broke two ribs, according to reports reaching Mutual's New York headquarters.

CHICAGO DISC JOCKEY ASSOCIATION FORMED

FIRST REACTION to the forming of the Chicago Disc Jockeys Association was an immediate order by James C. Petrillo, AFM president banning guest appearances of all union members on recorded programs in Chicago, BROADCASTING learned Thursday.

The association met Wednesday and elected on a temporary basis Eddie Hubbard WIND as president and Ernie Simon WJJD secretary. The group also appointed a committee comprised of Hubbard Simon and Dave Garroway, WMAQ, to call on Petrillo to protest the injunction.

Simon said the association considered "unfair" the union's local ruling which charges local stations $200 for a guest appearance by an AFM member on any transcribed program. The union countered by saying the ruling has been in effect for the past decade to prevent "abuse" of members who were invited to make guest appearances and who felt compelled to do so because of the fear of bad publicity if they refused. The association also adopted a resolution to ask recording companies to establish a policy for unified release of new records. Simon said the formation of the Disc Jockeys was for the purpose of solving mutual problems and would have no union affiliation.

FM Transmitter Site

WRVA Richmond has selected a site on U. S. route 60 ten miles west of the city for its new FM transmitter, C. T. Lucy, general manager of the station, announced last week. In making the selection WRVA chose a site having one of the highest elevations in the Richmond vicinity, Mr. Lucy said. S. T. Terry Jr., manager of the research and development division of WRVA, will supervise the construction, scheduled to start immediately. Date of completion, depending upon delivery of equipment, is tentatively set at July 20. WRVA has been assigned a frequency of 97.1 mc for FM operation.

AFM Agreement

NATIONAL headquarters of the AFM in Chicago confirmed Wednesday the verbal agreement between the union and the Class A network stations (WLS WGN WMAQ WENR WBBM) on a flat rate increase of 18½% over existing contracts for staff musicians. Minimums for network staff musicians will thus increase in that amount from $120 per week for sustaining musicians and $150 per week for commercial musicians. Contract will also include two weeks' vacation with pay and an increase of $25 to $40 for one-time engagements. The Class A station agreement duplicates the Class B contracts signed last week.

Power-Full Kids

WHEN Milo Boulton and the production and engineering staff reported for the afternoon rehearsal of *We the People* on CBS a fortnight ago at Oak Ridge, Tenn., they discovered the school children of the home town of the atom bomb had found the broadcast equipment a more intriguing mystery than the atom. The youngsters had turned the power on the equipment and had let it burn all night. Several tubes and the battery were completely burned out. The actual broadcast had to be made on emergency batteries, supplied by the Oak Ridge engineering staff.

Takes Advertising

FACILITIES of KMBC-FM Kansas City were scheduled to become available to advertisers last Friday. At the same time, Arthur B. Church, president of Midland Broadcasting Co., which operates the station, announced the hours of operation for KMBC-FM are being increased to seven daily, 2-9 p. m., including Sundays. Mr. Church said KMBC-FM, now operating with 12 kw rated antenna power at a 250 dial setting on the FM standard high band, also will continue to operate on the low band. The station has completed installation of a 3 kw FM transmitter and a three-bay RCS super-turnstile antenna.

NEW WIRED RADIO
Light Wiring System Utilized By Comtone

HOTELS in the near future may be equipped with wired radio in every room, providing programs of the four major networks, as well as an emergency communications system in case of disaster, such as the Winecoff Hotel fire in Atlanta, according to G. E. Smith, president of Communications Co., Coral Gables, Fla.

Mr. Smith said his firm, which provided thousands of walkie-talkies for the armed services during the war, has perfected a radio system that utilizes the electric light wiring of a hotel or building to carry music and announcements to guests. With the system, called Comtone, a small set capable of receiving the four major networks, can be plugged into a light socket. A fifth channel, always kept open, is for emergencies.

Through that channel a hotel office could broadcast a fire warning at any time, giving guests directions for escaping. Several department stores, including Burdine's in Miami, already have installed the Comtone system to provide radio entertainment for shoppers as well as a public address system for announcements.

ONLY KROD THE SOUTHWEST'S CBS OUTLET. COVERS ALL THE El Paso MARKET

600 KC
1000 WATTS

Represented Nationally by Taylor-Howe-Snowden

THE WINNER

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Jos. Weed & Co.
Can Answer Your Queries.
Just Address Them to:
350 Madison Ave., New York

Where "Dun & Bradstreet" meet "Hooper & Crossley"?

WJNO
"THE VOICE OF THE PALM BEACHES"

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Salesman—Michigan established ABC station booming market. Our own staff knows of this advertisement. Box 717, BROADCASTING.

Wanted—Sales engineer—To manage office and sales room in Memphis, Tennessee and to cover territory comprising states of Tennessee and Arkansas and northern Mississippi, selling a leading line of transmitting and studio equipment and supplies to commercial broadcast stations. Must be qualified engineer with sales ability. Must now live or be prepared to move to Memphis. Good salary and performance bonus. Box 723, BROADCASTING.

News editor wanted—By 5000 watt affiliate in the south. Must have newspaper and radio experience. Write full qualifications, references, salary expectations, date of availability. Box 724, BROADCASTING.

Commercial manager, experienced, for station within fifty mile radius of Washington. Give full details of past experience and references. Box 735, BROADCASTING.

Needed—Two first class engineers. Must be experienced and not floaters. Good working conditions $50.00 starting pay plus other benefits. Give full particulars in first letter. Box 747, BROADCASTING.

Experienced salesman—Permanent staff member wanted to develop business for station serving metropolitan area on east coast. No network. Income commensurate with results. Box 748, BROADCASTING.

Need good writer-producer to write, supervise and improve continuity department of network station Rocky Mountain west. Don't reply unless you can really cut the mustard. Send all details to Box 778, BROADCASTING.

Permanent Staff Wanted

by new 5000 watt network affiliate in prominent southeastern market. Program manager, news and sports editor, salesmen, farm director, musical director, traffic girl, writer and announcers now being chosen. Send all material and information necessary for complete consideration of your application including photograph to

Box 800 BROADCASTING

Specialist in Independent Station Operation

Seeks position as general manager of independent in large, highly competitive market. Harvard graduate, veteran, idea man, with 12 years of experience in every phase of the business including engineering. **Wants to build your audience, boost your sales, and make your station a standout in its area.** Has made money for others—can do the same for you. Immediately available at $6500 a year and a share in the profits he produces for you. For complete details write

Box 777, BROADCASTING

WANTED

Combination announcer with first class ticket. Salary $45 to $50 for forty hours. Community thirty thousand. Network affiliate. Write P. O. Box 757, Atlanta, Georgia.

Help Wanted (Con't)

Wanted. Disc jockey-M.C.-key personality who can handle full hour morning show with platter or live talent, and build good rating. This is no get-rich-in-a-week deal, but income will be good, working conditions pleasant, climate and surroundings unexcelled. Mountain Time zone. Send full details in letter. Box 779, BROADCASTING.

Engineer. We need a young man with a first class radio telephone license. No experience necessary, good opportunity to learn and advance. Position available immediately. ABC Network, local Virginia station. Box 781, BROADCASTING.

Two operators, first class, single, experience unnecessary, 40 hours weekly, $35.00 to start. One operator, first, single or married with no children preferred. Experienced, state your minimum. Box 1123, Stamford, Texas.

Wanted—Combination chief announcer and program director, 250 watt network affiliated station town of 10,000. State experience, send picture and audition disc to KVKM, Monahans, Texas.

Experienced commercial manager wanted for 250 watter in city of 100,000. Must be experienced and have good record. Liberal drawing account and commission. If you are satisfied with earnings of less than $100.00 per week or if you are frequently changing jobs, please don't reply. Give full qualifications and past record in first letter. All replies confidential. WJXN, Jackson, Miss.

WGGA, Gainesville, Georgia, has opening for two first class engineers with announcing experience. $50 for 40 hours. Write or wire direct.

George Oxford or anyone knowing his whereabouts, please write WSLA, Box 71, Hammond, Louisiana.

Wanted — Combination engineer - announcers, also chief engineer to install 250 watt station in Texas. J. C. Rothwell, Littlefield, Texas.

Announcers with some experience wanted by 250 watt Mutual affiliate in small West Virginia town. Good starting salary with advancement to capable men. Send all details to Box 809, BROADCASTING.

Live wire small station announcer, all-round experience. Ability to ad-lib and write. Rush complete information and platter to WELM, Elmira, N. Y.

Combination announcer with first class license for midsouth network station. $45.00 week start. Address Manager, Station KFFA, Helena, Arkansas.

New progressive station needs experienced disc jockey and two announcers; salary plus liberal fees. Submit details and disc. Bill Travis, Radio Station WMLO, Room 727 Empire Building, Milwaukee 3, Wisconsin.

Salary is good, working conditions more than agreeable, advancement possibilities over average, if you are an operator-announcer "looking". Send all replies and voice audition immediately. KXLF, Butte, Montana.

Engineer-announcer, first class license for network station open now. Single and interested in attending college at hours to suit. Write or wire C. A. Kaufmann, General Manager, Station WKDK, Newberry, South Carolina.

Help Wanted (Con't)

Two first class ticket combination operator-announcers for new station located in heart of hunting and fishing country. Housing guaranteed. Dry climate. KPRK, Livingston. Montana.

Operator—First class, announcing experience desirable. State experience, training, full details first letter. Room guaranteed. WENC, Whiteville, N. C.

Engineer—first class license. Fifty dollars for forty-eight hours. Periodic raises. Housing assured. Station KECK, Odessa, Texas.

Openings! Dependable, sober announcers. (all types.) Pre-war experience. No floaters. Start $40. Advancement up to individual. RRR, Personnel Service; Box 413, Philadelphia.

Transmitter engineer wanted by new network station. WELM, Elmira, New York.

Announcers, program men. Opening one kilowatt full time station going on air about March first. Contact WGAD, Gadsden, Ala.

Commercial manager, experienced, for 250 watt independent station in New England. Give full details of past experiences and references. Box 794, BROADCASTING.

Experienced announcer wanted. Immediate opening, good starting salary. WSAU, Wausau, Wisconsin.

Wanted—First class ticket, good voice, able operate console. Best job you ever had if you're good. KARV, Mesa, Arizona.

Chief engineer, new 250 watt FM station immediately. Should be able handle installation; some announcing. Excellent opportunity for right man. Write or wire for interview WCTW (Courier-Times), New Castle, Ind.

Program-production manager with five years minimum experience in similar capacity with major market stations. Highest character and references as to your ability required. Starting salary $7500 per year. Tell full story first letter, include snapshot, phone number and when available. Confidential. Box 806, BROADCASTING.

Five kw southeast network affiliate has openings for several good announcers. Send picture, audition disc, references, and desired salary. Box 807, BROADCASTING.

Engineer-announcer. Must be experienced, sober, dependable. 250 watt southern station with network. Excellent opportunity to advance. Salary $45 for 40 hours. Box 808, BROADCASTING.

Situations Wanted

Available—Technical staff for 5 kw station. Chief engineer, 12 years 1-5 kw. Two thoroughly trained and experienced transmitter operators. Singly or as group. Minimum salaries $500, $350, $300 per month. Foreign or USA. Box 811, BROADCASTING.

Two, young, energetic, experienced, capable ex-GI's now employed, desire positions in progressive station. 1—operator-announcer, first phone; and 1—announcer, copy writer, news and sports specialty. Available after April 1st. Prefer Rocky Mountain or west coast states, but will go anywhere. Details and references upon request. Box 810, BROADCASTING.

Situations Wanted (Cont'd)

Nine years announcing, programming writing, merchandising, and promotion. Some selling. Good musician and hillbilly emcee. Terrific mailpull. State all including salary. Box 493, BROADCASTING.

Experienced manager available—Now general manager Mutual outlet. Fifteen years all phases. Sober, responsible. South only. Box 622, BROADCASTING.

Now employed, but looking for unlimited opportunity. Eight years announcing-production experience including regular network features. Correspondent in Army. College grad. Prefer mid-Atlantic area. Box 725, BROADCASTING.

Station Manager: Now managing one of nation's most successful new metropolitan stations desires change. Go anywhere, Florida preferred. Past record unequalled for building audiences and making profits. Particularly interested in manager-part owner proposition. Box 738, BROADCASTING.

Young family man with year and half announcing experience 250 and 5000 KW seeks position with future. Box 739, BROADCASTING.

Chief engineer—Competent, thoroughly experienced, progressive. 5 kw, 50 kw and network experience. Development and field engineering with broadcast equipment manufacturer. Available to maintain your AM and install your FM. Prefer midwest. Box 753, BROADCASTING.

Promising newcomer needs break, veteran, 22, Army announcing experience, college graduate in announcing. Box 766, BROADCASTING.

Wanted: Announcing position. College graduate, 1 year general radio training. Good voice and diction. Prefer Rocky Mountain or west coast. Box 767, BROADCASTING.

Successful station manager, 12 years radio. Can help your station. Box 768, BROADCASTING.

Announcer, 26, single. Can handle all phases of announcing. Audition disc ready to speak for itself. Box 770, BROADCASTING.

Announcer, staff. Capable vet., 24, married, well trained all phases radio. Desires permanent position. Box 771, BROADCASTING.

250 watt chief engineer desires position with larger station. Detailed qualifications upon request. Box 772, BROADCASTING.

California, preferably Los Angeles, San Francisco, San Diego: Capable radio man (9 years in the game) age 27, heading your way soon. Now busy in major market (networks and local) as free lance announcer, singer, writer-producer. Also movies. Results guaranteed. Rush letter Box 773, BROADCASTING.

Announcer-newscaster. Working but available in two weeks. Six and one half years experience. Well known voice in city of 500,000. Have my own show and experienced as disc jockey and board. Former radio correspondent. Dependable, versatile and not a floater. Midwest preferred. Box 774, BROADCASTING.

Engineer-sales-advertising in Chicago area. First phone, second telegraph, 2 years college, radio officer in ATC, experienced in sales and advertising. Box 775, BROADCASTING.

Available. GREY matter to resolve those writing blues. Ideas that sell don't come out of the air. There's a writer behind them. I am currently engaged in creative writing and production as Assistant Public Service Director of regional network. Am seeking position with metropolitan station or agency which requires person who can develop ideas and talent. College degree. Playwrighting background. Backlog of program ideas. My time being relative, please don't delay. Box 769, BROADCASTING.

Important transcription production and releasing organization wishes to supplement its existing sales offices with individual transcription brokers working under exclusive territorial franchise on commission basis. Interested parties please give complete data on coverage, number of salesmen employed, list of programs now in their portfolio, past sales results and references, Box 802, BROADCASTING.

WANTED

Chief engineer, 250 watt AM 3 kw FM. Necessary announce, handle board 36 hours weekly. Salary $75. Write

P. O. Box 757
Atlanta, Ga.

Situations Wanted (Cont'd)

Engineer available two weeks notice, experienced, 1st license. Announcing experience. Prefer south or midwest. Minimum salary $230. Box 776, BROADCASTING.

Salesman-commercial mgr. Well experienced, good references and record. Wants to settle permanently with good station where a hard worker with ideas can make good money. Family man—advise housing conditions. Available two weeks. Box 780, BROADCASTING.

Managerial executive thoroughly experienced in every phase of station construction, management and operation, desires permanent connection with small or medium proposed or existing station in homey western or southwestern community. Formerly with one of nation's outstanding stations. Familiar with small station problems. Wide acquaintance throughout industry. Excellent qualifications. Box 782, BROADCASTING.

Engineering supervisor AM/FM outlet desiring equivalent position or chief engineer within 300 miles New York. Ten years all phases radio. First class license. Must be permanent with future. Box 783, BROADCASTING.

Program director-producer, creative script writer. I will build for you outstanding commercial and public service shows that sell. Years of experience in every phase of program operation including local and network operation. Excellent commercial background with stations and agencies. Now employed as producer-script director large metropolitan network originating station. Whether your station is new or established I can do a program job for you. Desire permanent position with progressive station. Finest references. Box 784, BROADCASTING.

California, Texas or middlewest managers! Announcer with first phone ticket interested in offers from your areas. Box 785, BROADCASTING.

Transmitter engineer, first class phone license, beginner. Will consider position within 500 miles of New York City. Box 786, BROADCASTING.

Experienced woman. Excellent radio background. Sales, top agency radio department; transcription and public service fields. Seeks N. Y. connection. Box 788, BROADCASTING.

Announcer. Good lively, friendly voice. Graduate leading radio school in Radio City. Experienced newscasting, commercials, acting, disc shows. Know sports well. Veteran, 24, married, university degree. Box 789, BROADCASTING.

Transmitter engineer, experienced, dependable, first class licenses. Box 61, Ingleside, Texas.

First phone technician, five years repair experience, desires start with California station; age 27, have new car. Bill Cameron, 495 Tenth Avenue, San Francisco, California.

FM-Chief engineer wants new station. Box 1298, Hollywood, California.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Woman program director—Sales contact coordinator. Good commercial experience. $5200. yearly. Available from RRR, Personnel Service, Box 413, Philadelphia.

$100 per week man wants $100 per week job. Any position (except engineering) considered. Fully experienced in management, sales, programming and writing. 12 years experience from actor through announcer and into program dept. Only progressive stations will be considered by this young veteran. You can buy talent and plenty of program ideas plus a good background in writing and sales if your station is able to offer opportunity. Reply to Box 790, BROADCASTING.

Announcer, experienced, also professional singer, desires job with station one hundred miles from Chicago. Box 791, BROADCASTING.

Announcer, personnel manager, Internal Revenue Agent. What station in Ohio, West Virginia area can use this 12 year "on the job" experience to best advantage? Married, 2 children. Box 792, BROADCASTING.

Veteran, graduate military and civilian radio schools, hold first class phone license, single, 25, desires transmitter work. Box 796, BROADCASTING.

Series for VFW

THE ROBERT J. ENDERS agency, Washington, D. C., engaged to handle all advertising and public relations activities of the Veterans of Foreign Wars, has as its first assignment the production of a 13-week transcribed series titled *Our Land Be Bright*. Robert J. Enders, head of the agency, who is featured in a brief biographical article in the current issue of *Pic*, says the series will run on 500-700 stations. Mr. Enders plans to leave for Hollywood next week to produce the series.

Situations Wanted (Cont'd)

Manager. Young, family man presently employed as a key executive in metropolitan basic network station. Have been both program and sales manager. Excellent administrator and leader. Enthusiastic, efficient and sincere. Must be permanent. Box 793, BROADCASTING.

Florida station managers attention. If you can use a versatile, single announcer with 4 years experience now working for a 50 kw, contact me. Experienced news, street shows, ad-lib, disc jockey. Box 795, BROADCASTING.

New York City commercial manager desires change. Young, aggressive, knows retail sales and public relations. Consider anywhere. California or Florida preferred. Hard worker for good chance. Box 798, BROADCASTING.

Ed de Forest, ace sportscaster of Armed Forces Radio WVTM, Manila, is now discharged and looking. Twenty years sports experience. Top notch play by play expert. Available immediately. Box 799, BROADCASTING.

Announcer. Prefer small station. Young, ambitious, will travel. Thoro knowledge technical side. Box 801, BROADCASTING.

Commercial manager. Excellent sales record wishes to make permanent change, unable list experience, etc; would reveal identity present employer, details upon request. Box 803, BROADCASTING.

Engineer. First class radio-telephone and radio-telegraph license. Seeks position with opportunity for advancement. Box 804, BROADCASING.

Announcer: 25, single, dependable, three years experience handling disc jockey shows, newscasts, play by play in football and basketball. Available three weeks after offer. Box 805, BROADCASTING.

For Sale

250 watt composite transmitter all ready to go. Taken out of service October 1, 1946. Best offer takes it F.O.B. KOOS, Coos Bay, Oregon.

For Sale: Excellent composite 250 watt transmitter; new; never used; splendid instrument. Eastern Shore Broadcasting Company, Preston, Maryland.

For Sale: 100/250 watt composite broadcast transmitter complete with composite console and speech input equipment. Western Electric program limiter. Now in use available in 90 days. Call or write Doyle Osman, KXO, El Centro, Calif.

Sola constant voltage transformer, 115V., 2 KVA. First check for $130 buys. Wm. E. Garrison, 114 E. Prentiss, Greenville, S. C.

Fairchild recording amplifier, Model 219, complete, in carrying case. First class condition. $100. WSJS, Winston-Salem, N. C.

For sale ready for immediate installation. 304C Western Electric transmitter complete accumulating time meter on tubes. Wire or phone KIEM, 93, Eureka, Calif.

For sale—Here's an outstanding buy. Excellent 250 watt network affiliate earning better than 30%. Located in small southern independent market. This property is priced right for quick action. $60,000 buys 100% ownership. Write Blackburn-Hamilton Co., Radio Station Brokers, Washington, D. C., 1011 New Hampshire Ave., National 7405. San Francisco—235 Montgomery St., Exbrook 5672.

Miscellaneous

Attention, network executives, advertising agencies—Comedy writer first rate scripts of caliber used on Sunday night shows. Don't believe, investigate. Box 797, BROADCASTING.

WWL Claims Record

WWL New Orleans, which will celebrate its 25th anniversary next month, believes it can lay claim to broadcasting the nation's oldest uninterrupted radio program. Since 1924, the station reports, it has been broadcasting a solemn high mass every Sunday morning from the Church of the Most Holy Name of Jesus in New Orleans. The Very Rev. Thomas J. Shields, S. J., president of Loyola U. of the South, which owns and operates WWL, is faculty director of the station.

CHAB CHANGES HANDS; BOYLING IS MANAGER

CHAB Moose Jaw, Sask., was sold recently by A. E. Jacobson and H. C. Buchanan to Radio Station CHAB Ltd., of which J. E. Slaight, Moose Jaw, and Wm. Davis, Prince Albert, are principals. A. E. Jacobson has been retained as consulting engineer, while H. C. Buchanan has retired from broadcasting.

Mr. Boyling

Sid Boyling, with CHAB since its inception in 1934 as 10AB, a community owned and operated station, has been named general manager. Glen D. Turner remains as sales manager, R. D. Giles has been named production manager, and Merv Pickford remains as station engineer.

CHAB went commercial in 1936, and has hired local young men and women for its entire staff since the beginning. Among its graduates are Elwood Glover, chief announcer of CBC Toronto, and Earl Cameron, news announcer of CBC Toronto.

Schramm Heads Council; Other Officers Named

NEW officers for the year have been announced by the Council on Radio Journalism Inc., with Wilbur Schramm, director, U. of Iowa School of Journalism, as president. Elected vice president is Prof. Mitchell V. Charnley, U. of Minnesota, with Arthur C. Stringer, NAB director of special services, as secretary-treasurer.

Council members are named by the American Assn. of Schools and Depts. of Journalism and the NAB. Other council members are: Kenneth G. Bartlett, director, Radio Workshop, Syracuse U.; Floyd K. Baskette, Emory U.; William Brooks, NBC vice president; Karl Koerper, KMBC Kansas City; Fred S. Seibert, U. of Illinois; E. R. Vadeboncoeur, WSYR Syracuse.

PAY BOOST EFFECTIVE FOR 400 CBS WORKERS

WAGE RAISES last week were completed for 400 of the 850 CBS white collar workers who three months ago won a 22½% increase in a contract signed by the network and the United Office and Professional Workers of America (CIO).

In supplementary negotiations, CBS and UOPWA drew up an appendix to the contract, reclassifying some of the employes and allotting a weekly total of $1,100, a sum which had been put aside for reclassification purposes in the original contract, to the increased salaries.

Union officials said that the average raise was between $2 and $3 a week for at least one-third of the group and it would be retroactive to Sept. 1, 1946, the date on which the 22½% raises became effective.

Jolson Deal Off

NEGOTIATIONS between Al Jolson and Elgin American (compacts and other gifts) for proposed $15,000 weekly radio show ceased last Wednesday when Mr. Jolson made a negative decision to any radio commitments, according to Marvin L. Mann, account executive of Weiss and Geller Inc., Chicago. Mr. Mann said Elgin would negotiate with other big names for their proposed fall show.

NOW YOU CAN

INCREASE

YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

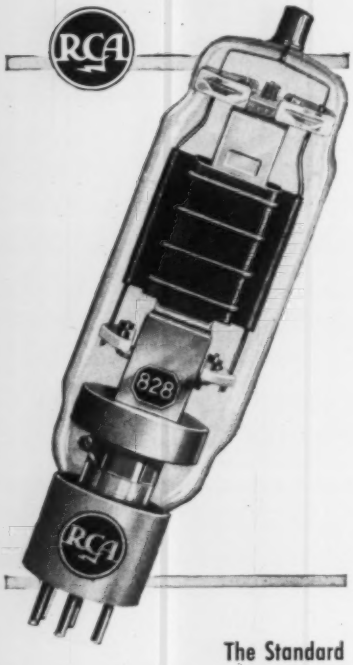
Ernest Molver, Washington editor for CBS News—"My work as news editor has greatly improved as a direct result of my training in this school. My writing and broadcasting ability was augmented."

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.

★

Address inquiries to:
NATIONAL ACADEMY OF BROADCASTING
1366 Irving St., N.W., Dept. 108, Washington 10, D. C.

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB



The Standard of Comparison in Broadcasting

RCA Beam Power Tubes

RCA beam power tubes have made possible three important improvements in modern AM, FM, and Television broadcasting. That's why these RCA types are so extensively used.

1. More For Your Dollar: Because of their high output with low driving power, RCA beam power tubes provide greatly improved performance per stage. You get more for your money.

2. Superior Results: With RCA beam power tubes, it is economically practical to provide improved frequency response, reduced hum level, and negligible distortion. You get better performance.

3. Simplified Operation: The beam power stages of a transmitter normally require no neutralizing, and are very stable in high-gain, wide-band services such as FM and Television. You have fewer adjustments to make.

RCA Has Complete Line. RCA has the most complete line of beam power tubes in the field. Included in the family are such popular types as RCA-807, 813, 814, 815, 828, 829-B, and 832-A. To get top value for your station, specify RCA when new tubes are needed. For information on RCA tubes write RCA, Sales Division, P-36B, Harrison, New Jersey.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

BROADCASTS TO USSR TO BE STARTED TODAY

U. S. BROADCASTS to Russia start today (Feb. 17) after 13 months of State Dept. planning and numerous dry runs. Program [BROADCASTING, Feb. 3, Feb. 10] transcribed with exception of news. Today's one-hour show leads with a few bars of the "Battle Hymn of the Republic," followed by explanatory introduction and world news review. First feature subject in a series on the structure of American Government deals with the relation between the federal government and individual states. Story of the Civil War, function of State Governors, economic crisis of 1933, enlargement of federal powers included in topics covered.

Music section of the program included "Turkey in the Straw," and western "folk tunes."

The first of a regular weekly series on scientific developments in the U. S. included discussion of drugs being developed for treatment of allergy and methods for studying the stars.

The program closed with Cole Porter's "Night and Day" accompanied by a brief biographical sketch of the composer.

RMA Engineering Dept. Spring Meeting April 28

SPRING meeting of the Engineering Dept., Radio Manufacturers Assn., will be held April 28-30 at the Hotel Syracuse, Syracuse, N. Y., with Dr. W. R. G. Baker, General Electric Co. vice president and RMA department head, as toastmaster at a dinner. Principal dinner speaker will be Fred R. Lack, Western Electric Co. vice president and RMA director, who will discuss "Thirty Years in Transmitter Design."

Among other speakers will be J. P. Wilmer, CBS, on color television transmitter design; E. Ostlund, Federal Telecommunications Labs., on FM link; Coleman London, Westinghouse Electric Co., on radar; C. E. Hallmark, of Farnsworth Television & Radio Corp., on television studio control. Arrangements are in charge of Virgil M. Graham, associate director of the RMA department.

Crosley in 'Life'

FEATURE sketch on Powel Crosley Jr., former owner of WLW Cincinnati and radio-manufacturing Crosley Corp., appears in current issue of *Life* magazine. Written by Gerard Piel, article is a popular biography of "an old-time gadgeteer" who is making "a bid for the American mass market with a midget car that is low-priced, lightweight and unadorned." Mr. Crosley, who sold Crosley Corp. (including WLW) to Aviation Corp. in 1945 [BROADCASTING, June 18], now is interested principally in auto manufacturing.

FCC Considering Reports of FM Outlet Interference With Airline ILS System

REPORTS of FM interference to the Instrument Landing Systems of commercial airlines last week gave rise to speculation that FCC might reassign some FM stations in areas where interference was reported.

FCC authorities, however, commented only that the question of possible interference was under study, and that it might be more logical, if any reassignments are necessary, to reassign ILS units rather than FM stations.

Officials of Civil Aeronautics Administration said they had reported the interference to FCC without recommendation; that the only known area of interference was in the New York section, and that the aircraft receivers, secured as war surplus, were to blame. When new equipment becomes available to the airlines later this year, they predicted, the interference will cease.

J. N. (Bill) Bailey, executive director of FM Assn., sent a letter to the Congressional Interstate & Foreign Commerce Committees declaring that FMA was advised that FCC "plans no reassignment of FM frequencies." He said FMA had asked the Commission for specific reassurance "in order to allay the fears of both manufacturers and broadcasters, who have invested thousands of dollars in FM after being informed by the FCC that the FM band had been allocated 88-108 mc."

He said investigation showed that certain planes using La Guardia Field, N. Y., were equipped with Army surplus receivers (RD-103), which have an intermediate frequency of 6.9 mc and an image frequency of twice that, or 13.8 mc. Since ILS at La Guardia Field operates on 109.9 mc, the letter said, "receiving sets with the oscillator running on the low side might pick up signals from transmissions 13.8 mc below 109.9 mc, or 96.1 mc." This frequency, it was pointed out, is used by WGYN New York.

"I was assured by Mr. Gordon O'Reilly of Aeronautical Radio Inc.," Mr. Bailey wrote, "that the difficulty lay entirely in the receiving sets, and not in FM stations getting off their assigned frequencies."

In his letter to FCC, he said "we are informed by Aeronautical Radio Inc. that filters are being used on the receiver sets pending development of receivers which may be used commercially."

Upcoming

Feb. 18-19: NAB Public Relations Executive Committee, Statler Hotel, Washington.
Feb. 19: RMA Board of Directors, Stevens Hotel, Chicago.
Feb. 24-25: NAB Music Advisory Committee, New York.
Feb. 26-27: NAB Freedom of Radio Committee, New York.
Feb. 27-March 2: Annual Conference on Station Problems, Oklahoma U., Norman, Okla., and Skirvin Tower, Oklahoma City.
March 3: NAB News Subcommittee, Program Executive Committee, New York.
March 5: NAB Standards of Practice Committee, Washington.
March 6-7: NAB Program Directors Executive Committee, Washington.
March 7-9: Assn. of Women Broadcasters Annual Convention, Hotel Roosevelt, New York.
March 10-11: National Marketing Conference, sponsored by U. S. Chamber of Commerce Domestic Distribution Dept., Hotel Stevens, Chicago.
March 15: Assn. of Women Broadcasters, "Women in Radio" Conference, Cornell U., Ithaca, N. Y.

CANADA RADIO HOMES ESTIMATE ANNOUNCED

AN ESTIMATE of 1944 Canadian radio homes has been issued by the Bureau of Broadcast Measurement, Toronto. Based on the Canadian census of 1941 and a supplement in Canadian Department of Labor's Gazette of December 1945, the estimates are of population as of April 1, 1944. Total radio homes in Canada are estimated at 2,214,290, representing 78.4% of the total number of households in Canada, 2,823,930.

Broken down by provinces, Ontario leads with 849,250 radio homes, or 83.9% of 1,012,050 households. Quebec follows with 490,150 radio homes, 70.4% of 696,620 households; British Columbia has 228,750 radio homes, 84.8% of 269,590 households; Alberta, 170,980 radio homes, 81% of 211,060 households; Saskatchewan, 157,630 radio homes, 76.6% of 205,790 households; Manitoba, 142,320 radio homes, 79.4% of 178,190 households; Nova Scotia, 100,210 radio homes, 73.7% of 135,890 households; New Brunswick, 62,770 radio homes, 66% of 95,190 households; and Prince Edward Island, 12,230 radio homes, 62.5% of 19,550 households.

Greatest percentage of radio homes for any city is shown in Stratford, Ont., where 95.1% of 4,860 households have radios. Hamilton, Ont., shows 94.6%, Toronto, Winnipeg and Calgary 93%, Moose Jaw 92.8%, Regina 92.7%, Halifax 92.6%, Ottawa 92.5%, Saskatoon 92.2%, Vancouver 91.5%, Quebec 89.5%, and Montreal 85.5%.

Experts Meet

TELECOMMUNICATIONS experts of Great Britain, France and Russia met unofficially in Paris last week to prepare for the International Telecommunications Conference convening in Atlantic City next July. It was understood that the discussions centered about frequency problems.

LOS ANGELES SOAP Co., Los Angeles (soap), Feb. 10 started for 52 weeks "Frank Hemingway—News" on 12 ABC Pacific stations, Mon., Wed., Fri., 5:45 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

Suggests Principles Radio Might Follow

Dr. Angell Tells How He Thinks Public Can Best Be Served

THREE PRINCIPLES for radio to follow in order to provide "adequate public service" were suggested by Dr. James Rowland Angell, NBC public service counsellor, last week in an address prepared for presentation Tuesday (Feb. 18).

Dr. Angell's speech will be made on an 11:30 p.m. to 12 midnight broadcast, during which he will accept a $1,000 *Magazine Digest* award to the NBC *University of the Air* for performing outstanding public service in 1946.

The three principles, he said, "seem to us to be basic in the attempt to perform an adequate public service."

(1) Radio must provide "the broadcast coverage of as many as possible of the broad fields of major public concern." Included in these fields, he said, were "health, religion, government and world affairs, home life, personal culture —including literature, history, science and music—special women's and children's programs."

Broad Framework Reconciled

(2) Dr. Angell said that a "broad, fixed framework of public service programming must be reconciled with the equally great necessity for providing the variety that is essential to appeal to many tastes and keep pace with the changing world." This could be achieved, he pointed out, by "constant reexamination of program series."

(3) Radio must develop "auxiliary services," he said. "Putting good programs on the air is only part of radio's chance of serving the public. Networks and local stations, if they show imagination, use their public service broadcasts to furnish dynamic leadership in community activities for the public welfare. They furnish the spearhead for special and civic betterment, for improving inter-group relations and international understanding, and for providing wider horizons for formal education in the schools."

Dr. Angell said that this did not mean that radio should propagandize for particular points of view in controversial matters, "but that it can and should vigorously aid those accepted agencies that are operating for the acknowledged public welfare."

Wyoming Libel Bill

LEGISLATION (SF-29) to protect broadcast and television stations and networks from libel has been introduced in the Wyoming Legislature by Senator Robert Carroll. It was reported favorably out of committee. The bill parallels a similar Colorado measure.

COLOR VIDEO DEMONSTRATOR

Patti Painter Goes Through Two Gruelling Days Under Lights and Before Camera

IT'S A LITTLE early to be picking Miss Television of 1947 but even with 11 months of the year still to unfold there is not much doubt that Miss Patti Painter already has won the title of Miss Color-Television - Demonstration - for - the - FCC not only for 1947 but for all the years preceding or to come.

During the two-day television demonstrations held last month in New York at almost any time you'd care to mention between 10 a.m. and 6 p.m. Miss Painter could be seen posing under the lights and before the color camera in the CBS video lab, which is far from the most comfortable spot one would choose for an all-day stint. And she was seen, on the screens of two color video sets in Room 1703 of New York's Federal Court House, by the Commission, by the engineers and lawyers for CBS, RCA-NBC, Du Mont, Philco and the rest, by the reporters and by the general public who flocked to watch Miss Painter model a scarf, play with her beads, eat an apple, smoke a cigaret, apply lipstick, wave a handkerchief, walk toward the camera and back away from it, talk a little and courageously keep smiling hour after hour.

Miss Television

The scarf Miss Painter wears in the picture is one which she displayed in a special test in which she and the scarf were televised in the studio while another identical scarf was shown under similar lighting conditions in the courtroom, enabling the Commissioners and other witnesses to compare the colors of the transmitted image on the receiver screens with that of the object physically before them.

Still smiling at the end of two grueling days before the video color camera, Miss Painter concluded her act with an in-person debut in the Court Room to the Commission, whose Chairman, Charles Denny, in an off-the record aside, accepted her as Exhibit 70 and ordered her filed for future reference in the Commission files.

Zia Airs Debate

FULL HOUR of heated debate by the New Mexico State Legislature House of Representatives on the question "Should the closed shop be outlawed in New Mexico?" was aired last week by Zia Network. Comprising KTRC Santa Fe, originating outlet, KOAT Albuquerque, KFUN Las Vegas and KGAK Gallup, the network described the broadcast as being in response to public demand. The program covered the parade of witnesses on both sides of the issue which involves amendment to the state constitution. Ed Souder Jr., manager of KTRC, was in charge of the broadcast.

LEAVING her post as director of public information for the public schools of Kansas City, Mo., to become director of press information for C. E. Hooper, Inc., New York, Miss Nadine Miller was guest at a farewell luncheon given by KMBC. Herold Hunt (extreme r), Kansas City's superintendent of education, motions to indicate Miss Miller's departure to enter radio circles as Dr. Charles Church (extreme l), director of education for KMBC, and Karl Koerper, vp and managing director of station, smile their approval. Miss Miller assumed her duties Feb. 1.

Coordinating Unit in Research Sought

Bill Would Establish Agency to Aid Small Business

A BILL to set up a coordinating agency for research information within the Commerce Department has been introduced in the Senate by Senator J. William Fulbright (D-Ark.).

The legislation (S 493) is aimed at bringing the benefits of technological research to "small business." Senator Fulbright's office said that "great corporations such as Westinghouse and General Electric have a corner on research . . . and this has greatly handicapped small manufacturers."

A spokesman for Senator Fulbright denied that the bill would in any way bring government interference with private research endeavors, a charge leveled against a similar bill (S-1248, 79th Congress) reported unanimously out of the Senate Commerce Committee last year.

Senator Fulbright also is supporting a bi-partisan measure introduced Friday by Senator H. Alexander Smith (R-N. J.) for the establishment of a "National Science Foundation." The New Jersey Republican revealed that the bill was written with the help of Dr. Vannevar Bush, director of the wartime Office of Scientific Research and Development, and some of the atomic bomb scientists.

Oxford Joins KFI

RONALD C. OXFORD, producer-director of NBC Hollywood, has resigned effective March 1 to become executive producer of FM and television for KFI Los Angeles, William B. Ryan, general manager of KFI, announced last week. Mr. Oxford has been with NBC in New York and Hollywood since 1943. Previously he was with E. I. Du Pont de Nemours & Co. in an executive capacity, and prior to that was assistant to the vice president in charge of sales for World Broadcasting Co. Also added to the KFI staff is Jim Church, formerly a writer-producer for NBC New York, who will serve in a similar capacity in the television phase of KFI's operation, working under Mr. Oxford.

CBC Plans New Station

CANADIAN BROADCASTING Corp. has purchased a site for new 50-kw station on 1010 kc at Lacombe, Alta., halfway between Calgary and Edmonton, it was announced at conclusion of January board of governors meeting at Montreal. Transmitter is being built for CBC by Federal Radio at Montreal, and will use frequency now occupied by CFCN Calgary, 10-kw station, which is being moved to 1060 kc. No date has been announced when the station will be ready.

At Deadline ...

NAB GROUP DISCUSSES WORLD FREEDOM OF EXPRESSION

WHOLE problem of worldwide freedom of expression discussed Friday at meeting of NAB Committee on International Broadcasting, held at NAB headquarters, Washington, Radio coverage of Moscow meeting and effectiveness of U. S. international broadcasts considered.

NAB committee members attending were John S. Hayes, WQXR New York, chairman; William Brooks, NBC vice president; Edward R. Murrow, CBS vice president; and from NAB Justin Miller, president; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Don Petty, general counsel.

At luncheon were John Howe, special assistant to William Benton, Assistant Secretary of State; G. Stewart Brown, acting director, Office of International Information and Cultural Affairs, and Thomas Brachen, counsel; Kenneth Frye, chief, International Broadcasting Division.

State Dept. has implemented its "Freedom of Information" program (early story page 38) by appointment of Lloyd A. Free as special assistant to Director Willam T. Stone of Office of International Information & Cultural Affairs. Mr. Free, editor of *Journal of Public Opinion* and member of Princeton U. faculty, will devote fulltime to world freedom of expression treaties.

STRATOVISION REPORT

REPORT on progress of experimental Stratovision, Westinghouse project utilizing high-flying planes to relay broadcast and television programs to nation, filed with FCC. Details of report withheld pending Navy decision on whether information can be made public.

Understood report covers complete details of work done to date, including series of test flights using twin-motor bomber. Included are engineering reports based on readings by FCC's Laurel, Md., monitoring station.

BAKER ANSWERS GALLUP

RADIO'S potential coverage includes all the world, along with bonus coverage such as auto and extra sets, Kenneth H. Baker, NAB research director, told Dr. George Gallup, research director of Young & Rubicam, in letter released Friday by NAB. Letter answers Gallup charges that radio has nothing to resemble Audit Bureau of Circulations. He reminded that BMB after three years has backing of three-fourths of industry and invited comparison to ABC's backing at same period.

NEW attempt giving FCC power to compel all radio stations to allot given percentages of free time daily to discussions of public affairs made by Rep. Emanuel Celler (D-N. Y.) with reintroduction of bill which failed to receive 79th Congress consideration.

CECIL B. De MILLE, radio-film director, told Senate Labor Committee Friday closed shop controls right to work and thereby right to live. He told story of AFRA suspension for refusal to pay $1 assessment.

WITH NETWORK and national schedule undecided last week, newly announced radio venture of auto-manufacturer Kaiser-Frazier, *Hollywood Screen Test*, starts locally on KFWB Hollywood, tieing-in with local dealers.

WOMEN BROADCASTERS PLAN CONVENTION PROGRAM

AGENDA for annual convention of Assn. of Women Broadcasters of NAB, scheduled March 7-9 at Hotel Roosevelt, New York, includes panels on radio's public service and industry trends.

Meeting opens March 7 with Alma Kitchell, WJZ New York, as chairman. Program for day includes clinic on Our Business of Broadcasting. At lunch delegates will be guests of New York Dress Institute. Radio Trends panel in afternoon to be followed by network parties and dinner.

Saturday program includes breakfast as guests of Millinery Fashion Bureau, with panel on public service directed by George V. Denny, Town Hall moderator, and talk by Margaret Culkin Banning, lecturer. Justin Miller, NAB president, will give talk and message from New York Governor Thomas E. Dewey will be read. Tea for Miss Kitchell and buffet supper to follow.

At breakfast Sunday delegates will be guests of American Soap & Glycerine Producers, with AWB business session and board lunch.

AFRA SIGNS WNEW, WINS; WMCA DUE IN FEW DAYS

AFRA contracts with WNEW and WINS New York signed last week, and a contract with WMCA to be signed within days. WINS contract for 18 months, starting Jan. 1, 1947, provides new scales for announcers' salaries. In new contract salary raised to $105 per week including spots with extra fee set for commercial participating programs. Announcers formerly paid $54 with extra fees for spots and commercial programs.

WMCA contract for one year retroactive to Jan. 1. Former contract included announcers' salaries at $60 with extras. New contract specifies basic pay of $100 including spots and *Herald-Tribune* news programs with special fee for commercial programs. Fee for commercials is $2 for five-minute show, $3 for ten-minute, $4 for 15-minute. WNEW contract also for year, retroactive to Dec. 1, and has similar take-home pay for announcers.

NEW YORK NET OFFICIALS TO DISCUSS AFM DEMANDS

NEW YORK network officials meeting today (Feb. 17) to discuss new AFM requests at negotiations, resumed Thursday with New York local 802. Union reportedly demanding wage increases at least equal to Chicago raise [BROADCASTING, Feb. 10].

Understood New York local arguing results of Chicago negotiations constitute greater increases than New York network executives offer. AFM Chicago won blanket 18½% increase. AFM President James C. Petrillo has indicated satisfaction with local negotiations while one network official characterized them as proceeding "normally."

ARTHUR J. CASEY, recovered from four-week stomach ailment, returns Monday to post at WOL Washington where he is assistant manager.

DON SEARLE, ABC Western Division vice president, returned to desk Feb. 13 following four months' illness.

FMA REGIONAL MEETING SCHEDULED IN MID-APRIL

FM Assn. Executive Committee at Friday meeting in Hotel Statler, Washington, voted to hold mid-April meeting of District 1 (New England, N. Y., Pa.) at Albany, N. Y. Leonard L. Asch, WBCA Schenectady, named temporary district chairman. Other regional meetings planned.

Committee set up minimum budget of $50,000 for 1947 nationwide FM promotion campaign. Noncommercial education stations admitted as non-voting members at $25 per year. Dr. R. R. Loudermilk and Kerry Smith, Office of Education, discussed plans of office to cooperate with FMA.

At meeting, beside Mr. Asch, were Roy Hofheinz, KOPY Houston, FMA president and Executive Committee chairman; Everett L. Dillard, WASH Washington-KOZY Kansas City, FMA vice president; W. R. David, General Electric Co.; Leonard H. Marks, FMA general counsel; Bill Bailey, FMA executive director.

WCAU ELECTION ORDERED

WCAU Philadelphia directed by NLRB Saturday to hold election to determine whether station employes desire collective bargaining representation with AFRA. Norris West, assistant program director, and Helen Buck, head of transcription recording section, excluded from employe classification and ruled ineligible to vote. WCAU sold to *Philadelphia Bulletin*, pending FCC approval (early story page 15).

Closed Circuit

(Continued from page 4)

flicting or competitive applications throwing hearing schedule out of kilter. Most of lawyers and engineers participating in conferences also have hearing schedule. Suggestion made FCC shove hearing calendar one month ahead on ground that experts can't be two places at once.

INSPIRED by Midwest Baseball Network plan for regional broadcasting of Chicago Cubs games, Cincinnati Reds reported dickering with Queen City brewery for similar sponsorship, with WCPO originating. Several Ohio, Indiana and Kentucky stations interested.

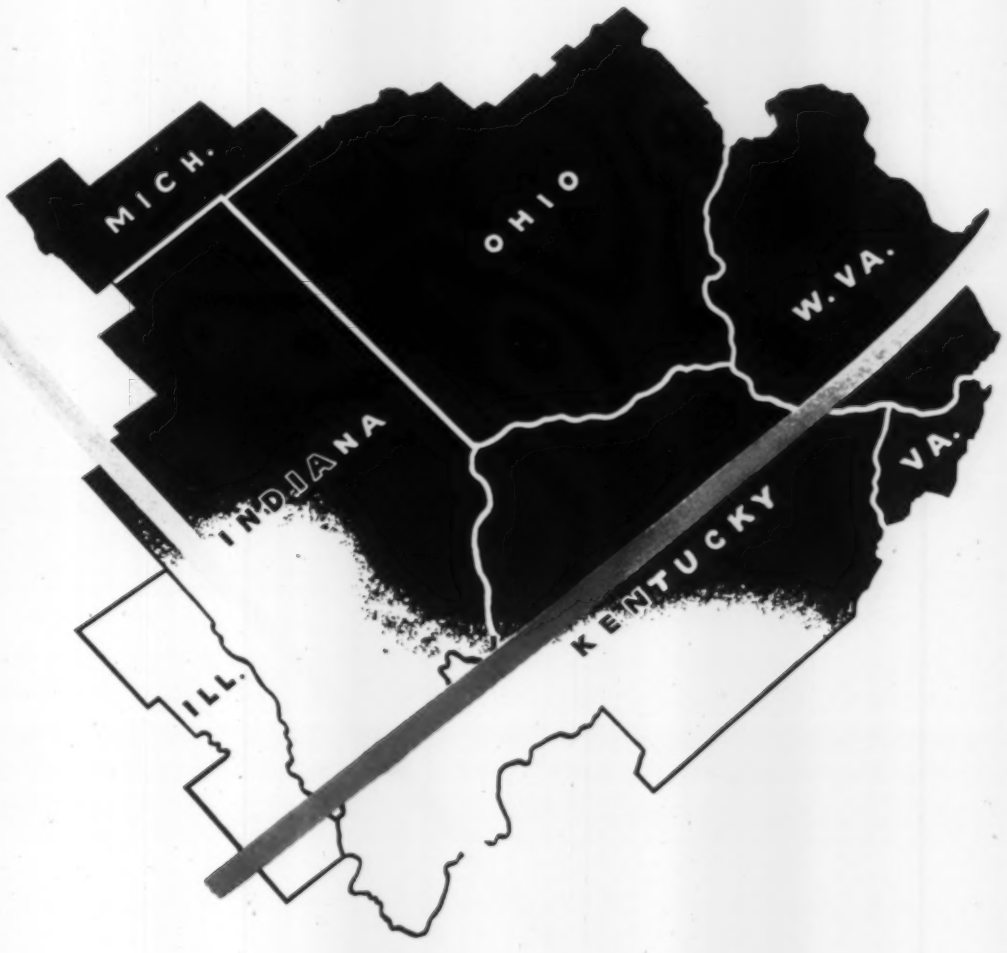
CLEM RANDAU, former business manager of *Chicago Sun* and director of Field Enterprises, now vacationing in Florida, reported considering entering station field through purchase of one or more outlets.

LONG AWAITED report on "A Free and Responsible Press" including findings by Commission on Freedom of Press on present state of radio, expected to be released March 31, according to U. of Chicago which has supervised commission's work under money grant from Time Inc. Commission's more detailed report on radio, *Freedom of Radio*, authored by Dr. Llewelyn White, to be released April 14.

TRAY OF HEARTS

FROM Young & Rubicam Feb. 14 radio editors received handsome silver trays (International Silver Co. is Y & R account) accompanied by traditional "Will You Be Our Valentine"" red heart folders whose inside pages contained pictures of stars of 15 network shows placed by agency.

in this area...



In this area of 2,735,051 radio homes, WLW in four weeks reaches 2,354,878 of these homes. *That's coverage!*

During the average week, each of these families listen an average of 528 minutes a week to WLW, as compared to 201 minutes of listening per week averaged by other stations heard in the area. Thus, in competition with all other human activities, WLW receives 1¼ hours of listening per day in the average home. *That's penetration!*

There are 153 stations heard in the area, but more than one fifth—21.5%—of all the listening to all stations is to WLW. *That's dominance!*

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Nielsen Radio Index February-March, 1946

CROSLEY BROADCASTING CORPORATION